



CIMdata®

CIMdata Leadership

Digital Transformation Masterclass

PLM's Value and Position in the Digital Transformation Landscape

For 40 years, CIMdata has defined and supported the Product Lifecycle Management (PLM) industry. Our consulting services and research expertise are known worldwide for best practice-based content and insight. CIMdata has leveraged its knowledge and experience to create the Digital Transformation Masterclass as an integral part of *CIMdata Leadership*—the PLM industry's most comprehensive non-biased education offering.

CIMdata Leadership is comprised of a set of well-defined, assessment-based PLM education certificate programs, short courses, and webinars. The Digital Transformation Masterclass is delivered through a select series of education modules. It has been designed to ensure that anyone interested in PLM and digital transformation can understand what digital transformation is, its key concepts, the overall state of digital, and PLM's position in the current digital business and technological landscape.

The Digital Transformation Masterclass is available to people in industrial companies, PLM software and service providers, financial analysts, and others who want to understand digital transformation. The CIMdata Leadership suite of programs are offered in a number of different configurations (see www.CIMdata.com¹), including the configuration described here.

Digital Transformation Masterclass

CIMdata's Digital Transformation Masterclass leverages CIMdata's internationally recognized 5-day *PLM Certificate Program*. This assessment-based certificate program satisfies the main PLM education requirements of industrial enterprises of all sizes, as well as PLM software and services organizations and their employees.

The Digital Transformation Masterclass is delivered in one 3.5-hour session and includes one individual assessment. Successful completion of the course and the assessment leads to a *Basic Certificate of Digital Transformation Leadership* and 0.3 CEUs.

The course includes insights into current digitalization business trends. How they enable new digital business strategies, what PLM's position is in digital transformation, and CIMdata's vision on future digital trends.

Course Outline

- What is Digital Transformation?
 - Digital Transformation defined
 - How Digital Transformation impacts people and processes
 - Digital Transformation supporting business transformation and improvement
 - High-level business impacts of Digital Transformation

¹ http://www.cimdata.com/services/education/plm_certificate.html

- Where & How PLM Fits into a Digital Transformation Initiative
 - How Digital Transformation is related to and supported by PLM
- Key Enabling Elements of Digital Transformation
 - Presentation of Digital Transformation / PLM best practices focusing on providing a set of guidelines for Digital Transformation strategy definition, requirements definition, roadmap development, and justification.
 - Status of competitive solutions and their providers, where they come from, current trends, and market segmentation.
- The State of Digital Transformation
 - The general trends in Digital Transformation.
 - What companies are doing, breadth of deployments, value, integration with other enterprise solutions such as ERP.

Benefits of CIMdata's PLM Courses

CIMdata's Digital Transformation Masterclass offers you the opportunity to experience CIMdata's internationally recognized PLM education programs.

- Gain deeper insights from class interactions with classmates and the instructor.
- Network with other course attendees through real-time live discussions.
- Gain an understanding of the key elements of successful digital transformations.
- Learn from those who have been successful, as well as those that have failed.
- Maximize your education budget and earn 0.3 CEUs.

Who Should Attend?

The target audience for the Digital Transformation Masterclass includes, but is not limited to:

- Digital Transformation Executive Champions and Sponsors
- Mid- and Upper-Level Business Managers
- Functional Directors (e.g., IT, engineering, supply chain, NPD manufacturing, services, etc.)
- Business Process Subject Matter Experts
- Project Leaders

This PLM Masterclass is both industry and solution provider independent.

Course Delivery

An internationally experienced senior-level CIMdata consultant delivers all course material in English. Presentations are available to participants as searchable PDFs.

Pricing

The cost to attend the Digital Transformation Masterclass is US\$495.

CIMdata Community members are eligible for a discount. Corporate licenses are also available. Please contact CIMdata for further information.

About CIMdata

CIMdata, an independent worldwide firm, provides strategic management consulting to maximize an enterprise's ability to design, deliver, and support innovative products and services by identifying and implementing appropriate digital initiatives. For nearly forty years, CIMdata has provided industrial organizations and providers of technologies and services with world-class knowledge, expertise, and best-practice methods on a broad set of product lifecycle management (PLM) solutions and the digital transformation they enable. CIMdata also offers research, subscription services, publications, and education through certificate programs and international conferences. To learn more, visit www.CIMdata.com or email info@CIMdata.com.