

AI in PLM Consulting Practice

Providing Strategic Guidance for Industrial Organizations and Solution Providers

Artificial Intelligence (AI) is rapidly transforming product development, manufacturing, operations, service, and other areas of products' lifecycles. Industrial organizations face critical decisions about where, when, and how to deploy AI capabilities across their product lifecycle management (PLM) environments. Solution providers—including both software and service providers—are navigating intense pressure to build specialized AI capabilities, articulate credible strategies, and differentiate their offerings in an increasingly crowded market. All three groups need clarity, practical guidance, and independent expertise to make sound decisions in a landscape marked by rapid change and significant investment stakes.

CIMdata's AI in PLM Practice delivers strategic consulting that cuts through complexity to help clients realize measurable business value from AI. Drawing on over 40 years as the leading independent PLM consultancy, CIMdata provides the neutral perspective, research-driven insights, and proven methodologies that both industrial organizations and solution providers need to navigate AI adoption successfully.

This practice addresses AI's application across the full scope of PLM, from concept development to requirements management and systems engineering through design, simulation, compliance, analytics, manufacturing process definition, and in-service support. CIMdata helps clients move from uncertainty to strategic clarity, whether that means deploying AI solutions that deliver business results or developing AI capabilities that create market differentiation.

Why AI in PLM Matters Now

AI represents the most significant shift in PLM-enabling capabilities in decades. For industrial organizations, AI offers the potential to improve engineering productivity, accelerate innovation cycles, and enable new and rapidly evolving business models. For solution providers—whether software or service providers—AI creates both opportunity and pressure to build specialized capabilities, differentiate offerings, define credible strategies, and deliver value that customers will adopt.

Yet all groups face fundamental strategic questions. Industrial organizations ask, Which use cases deliver real ROI? How do pilots scale to enterprise production? What capabilities should we build versus buy? Solution providers ask, How do we differentiate AI capabilities in an increasingly crowded market? What should our roadmap prioritize? How do we position AI credibly without overpromising? Where should we invest in building versus acquiring capabilities?

These questions demand strategic thinking grounded in a deep understanding of both AI technologies and PLM operations. CIMdata bridges this gap, helping clients make informed decisions based on realistic assessments of capability, maturity, and business value.

CIMdata's Approach

CIMdata's AI consulting is built on several core principles that distinguish our work:

Independence and Neutrality: As a solution-provider-agnostic consultancy, CIMdata evaluates AI solutions and strategies solely on client needs and business value, without bias toward any particular technology or provider.

Research-Driven Insights: CIMdata's extensive market research, including multi-client studies on AI adoption patterns, provides clients with data-driven perspectives on what works, what doesn't, and where the market is heading.

PLM Expertise First: Understanding AI matters, but understanding how AI integrates with PLM processes, data architectures, and organizational structures matters more. CIMdata brings decades of PLM implementation experience to every AI engagement.

Practical Focus: CIMdata emphasizes actionable recommendations over theoretical possibilities. Our consulting delivers concrete roadmaps, prioritized use cases, and implementation strategies that clients can execute.

Balanced Perspective: CIMdata maintains realistic expectations about AI capabilities while recognizing genuine opportunities. CIMdata consultants help clients identify where AI can deliver value without overselling or underestimating its potential.

AI in PLM Consulting Services

The AI in PLM Consulting Practice delivers tailored consulting services for three primary client types:

For Industrial Organizations

CIMdata helps industrial organizations make informed decisions about AI adoption and deployment:

- AI readiness and maturity assessments
- Use case identification, prioritization, and business case development

- AI solution provider landscape analysis and solution evaluation
- Strategies for scaling pilots to enterprise production
- Integration of AI initiatives within broader PLM and digital transformation programs
- Data readiness and governance assessment for AI deployment
- Executive education and organizational capability building
- AI implementation roadmaps and ROI modeling

For Software Providers

CIMdata supports software providers in developing and positioning AI-enabled capabilities:

- AI strategy development and validation
- Competitive positioning and differentiation analysis
- Product roadmap guidance and prioritization
- Pricing and packaging strategies for AI capabilities
- Go-to-market strategy and messaging development
- Merger and acquisition due diligence
- Customer advisory board facilitation focused on AI direction
- Thought leadership development and independent validation
- Multi-client research participation and custom market studies

For Service Providers

CIMdata helps service providers build PLM-specific AI capabilities and market differentiation:

- AI capability and expertise development for PLM consulting
- PLM-specific AI service offering development

- Software provider landscape assessment and partnership strategy
- Competitive positioning for AI-enabled services
- Consultant education and training programs
- Client-facing AI literacy and enablement programs

The Value of Independent Research

CIMdata's multi-client research studies provide a foundation of market intelligence that informs AI-related acquisition, development, and consulting work. These research initiatives examine AI adoption patterns, implementation challenges, solution capabilities, and the identification and definition of emerging use cases across the PLM ecosystem. By participating in or subscribing to this research, clients gain access to cross-industry insights that would be impossible to develop in isolation, along with the credibility that comes from independent, data-driven analysis.

CIMdata's research capability distinguishes the company from both general AI consultancies and provider-affiliated consulting organizations.

Software providers leverage these insights to validate strategies and benchmark against competitors. Service providers use the research to understand market dynamics and build differentiated capabilities. Industrial organizations use the research to understand what peers are doing and which approaches deliver results.

To learn more about CIMdata's AI in PLM Practice, please contact CIMdata at +1.734.668.9922.

About CIMdata

CIMdata, a global strategic management consulting firm, provides services designed to maximize an enterprise's ability to design, deliver, and support innovative products and services. For more than forty years, CIMdata has provided industrial organizations, providers of digital technologies and services, and investment firms with world-class insight, expertise, and sustainable best-practice methods on a broad set of product lifecycle management (PLM) topics 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.