Product Lifecycle Management Checkup!
Diagnosing Your PLM Health to Optimize Your Lifecycle Returns

Issues for Today’s Global Enterprises:
Are innovation of products, processes, and organizations to improve your company’s competitiveness key themes for you today?
Do you need to increase flexibility and agility to respond to all of the changes in business practices and technologies that are sweeping through your markets and competitors today?
Is the pace of technology change confusing and moving faster than you can react?

Start Managing Your Product Lifecycle Data and Processes, Instead of Letting Them Manage You!
Product Lifecycle Management solutions can help your organization get control of your intellectual assets—your product definition information—to maximize your bottom line performance.

Most companies today have realized that PLM is an enterprise solution on a par with enterprise resource planning (ERP), customer relationship management (CRM), and supply chain management (SCM). Optimizing the management and use of your intellectual assets is a competitive necessity to survive and thrive in today’s competitive markets.

Leverage CIMdata’s Experience and Knowledge—Save Your Organization Time and Money:
Based on CIMdata research, companies in several important industrial sectors continue to make significant PLM investments: over $47.8 billion in 2018, forecast to continue growing for years to come.

Whether you have PLM elements, such as product data management (PDM), CAD/CAM, workflow, digital manufacturing, or visualization, already in place or are contemplating an investment, CIMdata’s PLM Checkup can keep your efforts on track, applying up-to-date market and solution provider intelligence as well as industrial experiences.

Our consultants average over 20 years experience helping organizations such as yours make solid, strategic decisions about product lifecycle management investments and implementations. CIMdata completes dozens of PLM Checkups per year, honing our diagnostic skills. Our international experience across many worldwide industrial sectors, combined with our unbiased knowledge of solution offerings, provides your organization with a unique improvement opportunity.

**The PLM Checkup! Workshop**

*A Collaborative Education and Improvement Process*: The PLM Checkup Workshop is a two-day interactive work session with your company’s PLM project team facilitated by CIMdata senior consultants. CIMdata takes a strategic approach to such efforts, placing them in the context of your larger business problems. Working with your team, CIMdata reviews your use of product information and its impact on:

- Business status and plans
- Product lines and portfolios
- Geographic locations and their responsibilities
- Product development and manufacturing processes
- Other business processes that use product-related data
- IT infrastructure, systems, and strategies

The workshop also includes a PLM Market Update and Industry Best Practices Seminar. This 4-hour session brings CIMdata market research and vast industrial experience to bear to help your team. Topics include:

- A State of the Market discussion, focusing on today’s situation and significant market trends
- PLM Best Practices, a set of guidelines for PLM implementation and deployment
- Measuring and Monitoring PLM Benefits, reviewing benefits and metrics successfully used by other companies

CIMdata provides feedback and recommendations throughout the two-day session. During the second day, CIMdata digs deep into your activities. If you currently have PLM solutions in place, discussing them and having live demonstrations can help us help you improve them. Other discussion topics include PLM architecture, deployment plans and progress, and existing solution and provider review. If you do not have PLM solutions in place, CIMdata’s consultants will help you define your next steps. At the session close, CIMdata will deliver a briefing outlining our recommendations for your team.

**Optional Reporting and Action Planning**: If you prefer a more detailed, written report, CIMdata can document your specific needs. Because we have significant experience selecting and implementing PLM-related solutions, we can help provide your team with an action plan detailing next steps to keep your PLM efforts on track.

**The PLM Checkup! Helps Focus Your Program**

CIMdata knows the PLM market. We helped build the market over the last 30 years, working with the leading PLM solution providers and most of the Fortune 100 across several industrial segments in the process. Our PLM Checkup is a proven approach to understanding and diagnosing your on-going PLM-related activities. The end result: a clean “bill of PLM health.”

Call CIMdata at the numbers below for your checkup today.

**About CIMdata**

CIMdata, an independent worldwide firm, provides strategic management consulting to maximize an enterprise’s ability to design and deliver innovative products and services through the application of Product Lifecycle Management (PLM) solutions. Since its founding over thirty years ago, CIMdata has delivered world-class knowledge, expertise, and best-practice methods on PLM solutions. These solutions incorporate both business processes and a wide-ranging set of PLM-enabling technologies.

CIMdata works with both industrial organizations and solution providers of technologies and services seeking competitive advantage in the global economy. CIMdata helps industrial organizations establish effective PLM strategies, assists in the identification of requirements and selection of PLM technologies, helps organizations optimize their operational structure and processes to implement solutions, and assists in the deployment of these solutions.

For PLM solution providers, CIMdata helps define business and market strategies, delivers worldwide market information and analyses, provides education and support for internal sales and marketing teams, as well as overall support at all stages of business and product programs to make them optimally effective in their markets.

In addition to consulting, CIMdata conducts research, provides PLM-focused subscription services, and produces several commercial publications. The company also provides industry education through PLM certificate programs, seminars, and conferences worldwide. CIMdata serves clients around the world from offices in North America, Europe, and Asia-Pacific.

To learn more about CIMdata’s services, visit our website at www.CIMdata.com or contact CIMdata at: 3909 Research Park Drive, Ann Arbor, MI 48108, USA. Tel: +1 734.668.9922. Fax: +1 734.668.1957; or at Ongststraat 20, 6004 CV Weert, The Netherlands. Tel: +31 (0) 495.533.666.