

Product Development & Model-Based Enterprise Strategy Development

Make Digital Transformation Deliver on its Promise by Putting 3D data to Work

Issues for Today's Global Enterprises

In most companies, 2D data is still the ultimate product definition serving as the legal and master record that drives the business. 3D models look cool but one of their biggest uses is to generate 2D drawings for suppliers, purchasing, manufacturing, and service. The enormous potential of 3D digital data is one of the most unleveraged assets in companies today. Is your organization ready to embrace change and harness the power of model-based development and virtual engineering technology?

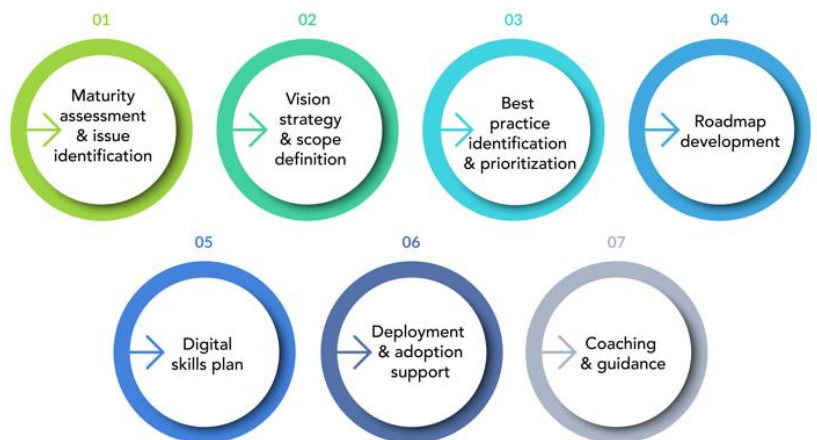
Build the Foundation to Enable Your Digital Transformation to Deliver the ROI You Expect

Deploying Model-Based Definition (MBD), Model-Based Design (MBD), Model-Based Engineering (MBE), and Model-Based Enterprise (MBE) [here, all referred to as MBE] requires significant changes to data organization and governance, business processes, organizational structure, and employee skills. Purchasing 3D modeling and data management software without addressing the organizational and process transformation holistically often fail. A robust data model, best practices for data creation and consumption by business processes, properly configured software and workflows, and a comprehensive program to

upskill and support employees are all necessary elements of a basic MBE roadmap.

Leverage CIMdata's Expertise

CIMdata, with over four decades of digital transformation experience, is a trusted partner in helping organizations enhance their PLM strategies and capabilities. CIMdata has worked with many large and small companies across numerous industry segments, especially within discrete manufacturing, based on its extensive research and industry experience.



CIMdata's MBE Strategy Development Process

MBE Development & Deployment Strategy

Modern CAD/CAM and PDM solutions generally have the technology to support MBE. Unfortunately, in most companies, the technology was deployed to mimic paper-based processes. Many companies

have executed Model-Based Definition and Model-Based Design pilots but failed to deploy at scale because they view the issue as a technology problem. The reality is the “other than technology issues” dwarf the technology issues, and without proper planning successful deployment is impossible. Identifying MBE opportunities and necessary organizational changes critical to exploit state-of-the-art processes and virtual engineering technologies is CIMdata’s forte.

CIMdata’s strategic MBE transformation approach is a fixed-price packaged engagement to help companies transform their legacy product development practices into a mature MBE enterprise.

Our structured approach uses qualitative and quantitative methods including maturity model assessments to quantify the current state and its maturity. Vision, strategy, and scope workshops engage company leadership and define success. A roadmap that includes high-level data and process models, best practice epics and user stories, a digital skills transformation plan, and a high-level project activity backlog are the primary deliverables. The roadmap is delivered in a directly usable format consumable by solution providers and system integrators.

Key to Success—Make it Measurable

CIMdata Product Development and MBE best practice epics and user stories are prioritized by linking with your business key performance indicators (KPI) that ensure value realization and capture executive commitment

Our consultants, averaging over 25 years of experience, provide invaluable insights into digitalizing the product lifecycle. CIMdata completes dozens of PLM engagements each year, meaning we have the knowledge and skills needed to provide your organization with a strategic improvement opportunity.

MBE Strategy Development

A Holistic Approach: Embark on a proven journey with our consultants to transform from a drawing-based organization to a 3D MBE powerhouse, facilitated by CIMdata’s experiences. Working with your CAD/PLM/Product Development, Supply Chain, and Service teams, CIMdata takes a strategic approach and reviews your use of product information considering its impact on:

- Business measures and plans
- Product lines and portfolios
- Product development and manufacturing processes (digital thread)
- Other business processes that use product-related data (digital thread)
- IT infrastructure, systems, and strategies
- 3D CAD & simulation strategy
- Digital manufacturing (realization)
- Service operations (digital twin)

CIMdata knows digitalization. With over 40 years of industry leadership, we have been instrumental in shaping the PLM market, having worked with the leading PLM solution providers and most of the Fortune 1000. Our MBE strategy development approach is a proven methodology, resulting in a plan for your organization to dramatically improve MBE maturity enabling faster time to market, improved quality, and lower costs as promised by your virtual engineering technology providers. Transform your enterprise by engaging with CIMdata today! And unleash your full potential to drive success in today’s dynamic business environment.

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 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.