CIMdata 2015 PLM Market & Industry Forum
"Platforms for Innovation: PLM's Next Evolutionary Step"

According to conventional wisdom companies thrive on innovation. Common practice is to use a strategic planning process to go from vision to mission to strategy. Depending on the industry, the approach necessary to meet strategic innovation objectives will vary. The focus could be new products, services, or processes; or a combination of strategic initiatives, with returns projected for each considered alternative. Companies need to innovate across the full spectrum of their operations, including logistics, infrastructure, processes, services, and specific strategic initiatives. In some cases new business models may be needed to best capture the market for a new innovation.

Collectively, innovation across these business domains must yield the top- and bottom-line benefits necessary to achieve or exceed corporate objectives. Once the necessary innovation is defined, there are many enterprise strategies and systems to help "manage on-going operations" and "manage authorized programs and projects," as in this figure from the Project Management Institute.

Across this pyramid, organizations define the necessary data, processes, and functional capabilities to support their efforts. This combination of data-process-function is the core of CIMdata's definition of a platform. Platforms may or may not be IT enabled. The processes used to define vision and mission are often mediated group collaborations supported by Post-Its and Microsoft Office tools. Some platforms are IT intensive. For example, on the left side of the figure above, companies use enterprise resource planning (ERP) to optimally allocate resources for production. Customer relationship management (CRM) solutions do just that, i.e., they help companies engage with their customers to manage the sales and provisioning of products and services. Product Lifecycle Management (PLM) emerged as a strategic business approach to support product and process development, enabled by software, technology, and services. CIMdata's definition of PLM spans from product idea through end-of-life, so PLM has a huge role to play in product, process, services associated with process, and innovation.

Over the last several years, the ideation process has been spectacularly enabled by social technology. One could think of Kickstarter as the platform in this case, leveraging its communities of interest to bring new ideas to life. Many industrial companies now rely on open innovation with selected individuals or communities, creating their own platforms to make this happen. In fact, some PLM systems integrators are using this approach to great effect themselves. Leading companies are trying

to figure out how to best connect these ideation/idea management platforms with their other enterprise platforms like ERP and PLM.

One reason for the huge growth in the simulation and analysis (S&A) segment is the increasing use of S&A earlier in the product lifecycle, back at the concept stage. Where companies used to do sketches and clay models, now they are creating systems of 0-1-2-3D models. Are existing platforms adequate for supporting this approach, or are new ones required? What new skills, solutions, and services will systems integrators and reseller/VARs need to develop, in order to empower their customers to succeed with this new approach?

The existing PLM-enabling platforms are evolving. Several leading solution providers are moving from one monolithic offering to a core solution and associated apps, much like the ubiquitous smartphone. Is this the consumerization of IT hitting PLM? What will it mean for users, for solution and service providers? In particular, it should have a huge impact on PLM sustainability, an on-going CIMdata research effort. Other emerging technologies like 3D printing and the Internet of Things are creating new innovation opportunities in many industrial segments. During this year's Forum, the CIMdata team will explore these issues and their impacts on the PLM Economy.

CIMdata's 2015 PLM Market & Industry Forum, the leading event exclusively for solution and services providers in the PLM economy, is a key deliverable for our PLM Community members. This year's Forum will provide insights on the current economic climate and trends, and examine their effects on the PLM economy, focusing on the issues highlighted above. CIMdata's perspective on the current state of the PLM market and trends for the future will be presented in detail, as will the first public release of CIMdata's 2014 PLM market analysis results—including extensive analyses and forecasts regarding market growth across PLM domains, industries, and regions, and the performance (by revenue and market share) of leading PLM solution providers. CIMdata views these sessions as an opportunity to learn more about solution providers' requirements to meet PLM Community needs.

Participants in CIMdata's PLM Market & Industry Forum should expect to gain a solid understanding of the current PLM market and the dynamics impacting it, and develop realistic expectations for continued market evolution. Attendees will gain further insights into opportunities they can exploit and approaches they can use to navigate the PLM market environment in the year to come. This event also provides the opportunity to network with other professionals in the PLM Community, including competitors, collaborators, and potential partners. To register for this program, please visit www.CIMdata.com.

Dates and Locations

North America   **Tuesday, March 31, 2015**
Sheraton Hotel
3200 Boardwalk Drive, Ann Arbor, MI 48108 USA

Europe   **Thursday, April 9, 2015**
NH Amsterdam Barbizon Palace
Prins Hendrikkade, 59-72
1012AD Amsterdam, THE NETHERLANDS

China   **Friday, April 17, 2015**
Beijing, CHINA – Location TBD

Japan   **Wednesday, April 22, 2015**
Tokyo Sanuki Club
Mita 1-11-9, Minato-Ku
Tokyo, JAPAN