

CIMdata PLM Leadership

PLM Fundamentals for Solution Providers

A PLM Short Course for Today's Leading PLM Professionals

For more than thirty years, CIMdata has been working in the Product Lifecycle Management (PLM) industry. Our consulting services and research expertise are known around the world for best practice-based content and insight. CIMdata has leveraged its knowledge and experience to create the PLM Solution Provider Short Course as an integral part of CIMdata PLM Leadership—the PLM industry's most comprehensive non-biased education and training offering for today's PLM professionals.

CIMdata PLM Leadership is comprised of a set of well defined, assessment-based PLM education and training certificate programs, short courses, and webinars. The short courses are delivered through a series of targeted education and training sessions, and are intended to ensure that PLM solution provider personnel have a strong understanding of PLM concepts and industry leading best-practices.

The PLM Leadership short course series are available to PLM software and service providers (i.e., PLM solution providers). Additionally, these programs are offered in a number of different configurations (see www.CIMdata.com¹), including the two-day public class described herein.

PLM Fundamentals for Solution Providers Short Course

CIMdata's PLM Solution Provider Short Course leverages CIMdata's internationally recognized 5-day *PLM Certificate Program for Industrial Organizations and PLM Solution Providers*. This assessment-based short course satisfies the main PLM education requirements of PLM solution providers and their employees who are responsible for marketing, developing, selling, and delivering PLM solutions and associated implementation services. This program also provides organizations with a comprehensive series of educational seminars that may be tailored to their specific organizational and/or topical needs.

The PLM Fundamentals Short Course is delivered through three education and training sessions. Sessions are 3.5- to 7-hours in duration. Furthermore, the delivery of the program's content is tailored, within the given time restrictions, to address any industry-specific issues of interest to the participants.

The short course is delivered over two consecutive business days. Each day runs from approximately 8:30am to 4:30pm with

one mid-morning break, a lunch break, and one mid-afternoon break.

The course includes a combination of lectures, industry case studies, group discussions, and tests (one at the end of each of the four sessions).

Successful completion of the short course leads to a *Fundamental Certificate of PLM Leadership*.

Target Audience

The target audience for the PLM Solution Provider Short course includes, but is not limited to:

- PLM Product Managers
- Industry and Product Strategists
- Competitive Analysts
- Marketing Directors and Managers
- Project Managers
- Consulting Service Leads
- PLM Architects
- PLM Business Development Specialists

The PLM Solution Provider Short Course has been designed to be industry independent. However, industry-specific content (e.g., examples and cases studies) is included. Additionally, the course may be held in conjunction with a 5-day PLM Certificate Program. If so, industrial attendees may be present.

Course Outline

Day 1: Session 1: PLM: Key Concepts & Learnings

Day 2: Session 2: PLM Benefits & Potential Value
Session 3: PLM Strategy & Solution Definition

Course Delivery

A team of internationally experienced, senior-level CIMdata consultants will deliver all course material in English. All presentation materials are provided to each participant in a printed notebook, as well as in a fully searchable PDF on a USB thumb drive.

Pricing

The 2-day PLM Solution Provider Short Course cost is calculated per student per company represented. Pricing is as follows:

- First student sent by a specific company—US\$1,750

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

- Students #2 through #5—US\$1,600 each
- Students #6+—US\$1,325 each

CIMdata PLM Community Members are eligible for a discount; please contact CIMdata for additional information.

Notes

- Any travel expenses incurred by participants are the responsibility of the attendee and are not handled by CIMdata.
- Private certificate courses are available for PLM solution providers that would like the courses to be customized for their employees.

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 Oogststraat 20, 6004 CV Weert, The Netherlands. Tel: +31 (0) 495.533.666.

PLM Solution Provider Short Course

Session Descriptions

Session 1—PLM: Key Concepts & Learnings

Duration: 1 day

Prerequisites:

- None

Intent: The scope of this one-day session includes the presentation of today's view and vision of the global PLM market and technologies. The overall intent of the session is to provide a broad overview of the PLM market, including trends, system architectures, and critical elements of success. This session will include presentations, discussions, and a set of interactive exercises.

Session Outline:

- Introduction
- Elements of a PLM Enabling Platform
- The Expanding Reach of PLM
- Today's Trends & Challenges
- An Introduction to the PLM Commercial Landscape
- PLM Benefits
- PLM Best Practices

Session 2—PLM Benefits & Potential Value

Duration: ½ day

Prerequisites:

- Session 1: PLM: Key Concepts & Learnings

Intent: This half-day session reviews industry metrics used to measure and monitor the benefits of PLM implementations. Areas of potential PLM benefits will be presented by discussing results achieved by various companies that have implemented PLM. These case studies are taken from published literature and CIMdata's researched case studies. The focus of the session will be to describe how metrics should be used to help define a company's PLM strategy, define the company's PLM roadmap, select the most appropriate PLM enabling solutions, and much more.

Session Outline

- Potential Benefits of PLM
- Defining & Measuring the Costs of PLM
- Measuring the Value of PLM
- Introduction to a Benefits Appraisal Methodology
- Using Metrics to Steer a PLM Program
- Selected PLM Benefits Case Studies

Session 3—PLM Strategy & Solution Definition

Duration: ½ day

Prerequisites:

- Session 1: PLM: Key Concepts & Learnings
- Session 2: PLM Benefits & Potential Value

Intent: This half-day session provides a set of detailed guidelines for PLM strategy development and solution definition. When properly followed, these guidelines will help an organization reduce the time it takes to define and create a PLM solution strategy.

Session Outline:

- Introduction to PLM Strategy Development
- High-Level Planning
- Defining a Strategy & Tactics
- Defining Business Requirements
- Implementation Strategies