

# CIMdata PLM Leadership PLM Core Certificate Program: A CIMdata Virtual-Live Course

## Maximizing Your Return on Time & Investment

For more than 35 years, CIMdata has been working in the Product Lifecycle Management (PLM) industry while helping companies define and execute major components of their digital transformation. 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 Core Certificate Program: Virtual-Live Course as an integral part of *CIMdata PLM Leadership*—the PLM industry’s most comprehensive non-biased education offering.

CIMdata PLM Leadership is comprised of a set of well-defined, assessment-based PLM education certificate programs, short courses, e-learning courses, virtual-live courses, and webinars. CIMdata’s e-learning courses are self-based and entirely online. CIMdata’s Virtual-Live courses are delivered through a series of web-based education sessions that are conducted by live CIMdata instructors, on a given date and time. The Virtual-Live courses have been designed to ensure that anyone can gain a strong understanding of PLM concepts and industry-leading best-practices from anywhere.

The PLM Core Certificate Program Virtual-Live course is available to people in industrial companies, PLM software and service solution providers, financial analysts, and others wanting to gain a deep and comprehensive understanding of PLM from industry leading senior consultants. The PLM Leadership suite of programs is offered in several different configurations (see [www.CIMdata.com](http://www.CIMdata.com)<sup>1</sup>), including Virtual-Live, as described below.

## PLM Core Virtual-Live Course

CIMdata’s PLM Core Virtual-Live course leverages CIMdata’s internationally recognized *PLM Certificate Program for Industrial Organizations and PLM Solution Providers*. This assessment-based certificate program satisfies the main PLM education requirements for enterprises of all sizes. The program also provides primary PLM education to PLM solution providers (i.e., PLM software and services organizations) and their employees who are responsible for marketing, developing,

selling, and delivering PLM solutions and associated implementation services.

The PLM Core Virtual-Live course is delivered in two modules:

- Module 1: PLM Basics—this module is comprised of a self-paced, 3-part, online e-learning educational program, to be completed before the commencement of the Virtual-Live module. This is a prerequisite to Module 2.
- Module 2: PLM Core Concepts—this module is comprised of five half-day virtual-live sessions spaced out over five consecutive weekdays.

CIMdata’s PLM Leadership faculty of experienced PLM consultants teach all modules. Each module has a web-based individual assessment.

Successful completion of the course and associated assessments leads to a *Core Certificate of PLM Leadership* and 1.2 CEUs.

### ***Benefits of CIMdata’s PLM Virtual-Live Courses***

CIMdata’s PLM Virtual-Live courses offer you the opportunity to experience CIMdata’s internationally recognized PLM education programs by attending live classes, online, in real-time.

- Benefit from class interactions with live classmates and a live instructor.
- On-line assessments of comprehension are completed after each session and offer participants tangible metrics of educational value.
- The Virtual-Live format increases productivity and reduces opportunity costs.
- You will be able to network with other Virtual-Live course attendees through real-time live discussions.
- The Virtual-Live course eliminates travel costs and time out of the office and allows you to participate from anywhere.
- Maximize your education budget.

<sup>1</sup> [http://www.cimdata.com/services/education/plm\\_certificate.html](http://www.cimdata.com/services/education/plm_certificate.html)

## Target Audience

The target audience for the PLM Core Virtual-Live course includes, but is not limited to:

- Executives & Managers (industrial companies as well as solution providers)
- PLM program Champions and Sponsors
- Mid-Level Business Managers
- Functional Directors (e.g., IT, engineering, supply chain, NPD, etc.)
- Subject Matter Experts
- Project Leaders
- Financial Analysts
- New Hires (industrial companies as well as solution providers)
- PLM Solution Provider Personnel

Additionally, the PLM Core Virtual-Live course is both industry and solution provider independent.

## Course Outline

- Session 1a: E-Learning Session—PLM Basics
- Session 1b: PLM Key Concepts & Learnings
- Session 2: PLM Benefits & Potential Value
- Session 3: PLM Strategy & Solution Definition
- Session 4: PLM Solution Evaluation & Selection
- Session 5: PLM Implementation, Monitoring & Continuous Improvement

## Course Delivery

A team of internationally experienced, senior-level CIMdata consultants will deliver all Virtual-Live course materials in English. Presentation materials are distributed to participants as PDF's via the CIMdata Virtual-Live course platform.

## Pricing

The cost to attend this PLM Core Virtual-Live course is:

- Student 1 from a company – US\$2,750
- Students 2 to 5 – US\$2,450 each
- Students 6+ – US\$1,950 each

*CIMdata Community Members* are eligible for a discount. Corporate licenses and private classes are also available.

Please contact CIMdata for additional information.

## About CIMdata

CIMdata, an independent worldwide firm, provides strategic management consulting to maximize an enterprise's ability to design, deliver, and support innovative products and services through the identification and implementation of appropriate digital initiatives. Since its founding over thirty-five years ago, CIMdata has delivered world-class knowledge, expertise, and best-practice methods on a broad set of product lifecycle management (PLM) solutions and the digital transformation they enable. These solutions incorporate and enable digital business processes, data and process management best practices, and a wide-ranging set of 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 digital lifecycle management strategies, assists in the identification of requirements and selection of appropriate digital technologies, helps organizations optimize their operational structure and processes to implement solutions, and assists in the deployment of these solutions. For 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 subscription services, and produces numerous commercial publications. The company also provides industry education through 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](http://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 Core Virtual-Live Session Descriptions

## Course Outline:

### Module 1: PLM Basics

#### Session 1: E-Learning Session—PLM Basics

**Duration: 3 hours, plus assessment time**

**Intent:** The scope of this 3-hour course includes the presentation of today's view and vision of the global PLM market and technologies. The overall purpose is to provide a broad overview of the PLM market, including trends and critical elements of success.

#### *Session Outline:*

- An Introduction to PLM
- The Elements of a PLM Solution
- Today's PLM Related Trends & Challenges

### Module 2: PLM Core Concepts

#### Session 2—PLM: Key Concepts & Learnings

**Duration: 3 hours, plus assessment time**

#### *Prerequisites:*

- Session 1

**Intent:** The scope of this 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, system architectures, and critical elements of success. This session will include presentations, discussions, and a set of interactive exercises.

#### *Session Outline:*

- An Introduction to the PLM Commercial Landscape
- PLM Benefits
- PLM Best Practices

#### Session 3—PLM Benefits & Potential Value

**Duration: 3 hours, plus assessment time**

#### *Prerequisites:*

- Sessions 1 & 2

**Intent:** This 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. Case studies are from published literature and CIMdata's research. The focus of the session will be to describe how metrics can 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 4—PLM Strategy & Solution Definition**

**Duration: 3 hours, plus assessment time**

### ***Prerequisites:***

- Sessions 1 - 3

**Intent:** This 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 Strategy & Tactics
- Defining Business Requirements
- Implementation Strategies

## **Session 5—PLM Solution Evaluation & Selection**

**Duration: 3 hours, plus assessment time**

### ***Prerequisites:***

- Sessions 1 - 4

**Intent:** This session provides a set of detailed guidelines for evaluating available solutions and selecting appropriate solutions to support a company's PLM strategy. When properly followed, these guidelines will help an organization reduce the time it takes to select the right solution for their organization.

### ***Session Outline:***

- Evaluating & Selecting PLM Solutions
- Developing True Business Requirements
- Developing Technical Requirements
- Selecting the Most Appropriate Solutions

## Session 6—PLM Implementation, Monitoring & Continuous Improvement

**Duration:** 3 hours, plus assessment time

### *Prerequisites:*

- Sessions 1 - 5

**Intent:** This session provides a set of detailed guidelines for implementing and evolving a PLM environment. When properly followed, these best practices will help an organization reduce the time it takes to identify and quantify associated risks and better manage and control project costs from the project concept phase through implementation and organizational adoption.

### *Session Outline:*

- Why Projects Fail
- Gaining Leadership Commitment
- Harnessing Project Management Skills
- Implementation Planning & Execution
- Communicate, Communicate, Communicate...
- Managing Expectations
- Assessing the Implementation
- Sustaining Your Program