



CIMdata® CIMdata Leadership Public PLM Certificate Program

(Available in both In-Person & Virtual-Live Classroom Formats)

Knowledge to Improve PLM Projects in the Age of Digital Transformation

For more than forty years, CIMdata has been defining and supporting the Product Lifecycle Management (PLM) industry, 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 Certificate Program as a central part of *CIMdata Leadership*—the PLM industry's most comprehensive non-biased education offering for today's PLM professionals who are at the center of their enterprise's digital transformation activities.

CIMdata Leadership is comprised of a set of well-defined, assessment-based education certificate programs, short courses, and webinars. The certificate programs are delivered through a series of education sessions. They are intended to ensure that those who participate in a PLM project all have a strong understanding of key PLM concepts and industry-leading best practices, and how PLM is a critical component of an enterprise's digital transformation.

These certificate programs are available to industrial companies at any stage in their digitalization journey, as well as to PLM software and service providers. These programs are also offered in several different configurations (see www.CIMdata.com¹), including the configuration described herein.

Public PLM Certificate Program

CIMdata's Public PLM Certificate Program delivers CIMdata's internationally recognized *PLM Certificate Program*. This assessment-based certificate program satisfies the main PLM education requirements of small to large industrial and solution provider enterprises. The program also provides primary PLM education to PLM solution and service provider employees who are responsible for marketing, developing, selling, and delivering PLM solutions and associated implementation services. The *Private* version of the program provides organizations with an exclusively presented series of educational seminars that may be tailored to specific industry and/or topical needs.

"Wish I had this BEFORE we implemented our PLM solution. It will be good for continuous improvement."—Anonymous Attendee

Flexible Program Delivery Formats

The Public PLM Certificate Program is delivered through a series of eight 3.5-hour education sessions, tailored within given time restrictions to address industry-specific issues of interest. Participants can choose between two delivery formats (check schedule for available options):

- **In-Person Classroom:** Delivered over three or five consecutive business days at select

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

global training locations. Formal daily sessions typically conclude by 5:00 PM, followed by collaborative team exercises.

- **Virtual Live Classroom:** Delivered over four days across two consecutive weeks (eight live 3.5-hour modules).

"The PLM course provides a great overall view of the business value of PLM. It will expand your knowledge so you can extend PLM benefits in your organization."—Dan Miles, Tata Technologies

The certificate program includes a combination of seminars, industry case studies, group exercises, and tests.

The certificate program includes a combination of seminars, industry case studies, group exercises, and tests. Successful completion of the Standard program (all 8 sessions plus one self-paced session) leads to a **Standard Certificate of PLM Leadership and 3.6 CEUs**. Successful completion of the Core program (first 5 sessions plus one self-paced session) results in a **Core Certificate of PLM Leadership and 2.4 CEUs**.

Target Audience

The target audience for the Public PLM Certificate Program includes, but is not limited to:

- Program champions and sponsors
- Mid-level business managers
- Digital transformation leaders
- Functional directors (i.e., IT, engineering, supply chain, NPD, etc.)
- Business subject matter experts
- Project leaders
- PLM project team members
- IT professionals
- IT managers

Target Industries

The Public PLM Certificate Program has been designed to be industry independent. However,

industry-specific content (e.g., process discussions, examples, and case studies) can be easily added if the program is being delivered to a specific company or industry group.

Certificate Program Outline

Online Pre-Work: PLM Basics

Session 1: PLM Key Concepts & Learnings

Session 2: PLM Benefits & Potential Value

Session 3: PLM Strategy & Solution Definition

Session 4: PLM Solution Appraisal

Session 5: PLM Implementation, Monitoring & Continuous Improvement

Session 6: PLM Process Development & Testing

Session 7: Integrating PLM within the Enterprise

Session 8: AI in PLM

Course Delivery

A team of internationally experienced, senior-level CIMdata consultants deliver all course material in English across both In-Person and Virtual Live formats. All presentation materials are provided to each participant in a fully searchable set of downloadable PDF files.

"Very worthwhile, will definitely help move our own PLM initiative forward."—Allen Heindel, Crown Equipment Corporation

Standard Program Pricing

The Public Standard PLM Certificate Program cost is calculated per student per company represented, based on region. Pricing is as follows:

North America (USD):

- First student sent by a company—\$3,950
- Students #2 through #5—\$3,550 each
- Students #6+—\$2,950 each

Europe (EUR):

- First student sent by a company— €3,950
- Students #2 through #5—€3,550 each
- Students #6+—€2,950 each

CIMdata Community Members are eligible for a discount; please get in touch with CIMdata for additional information.

Core Program Pricing

Public Core PLM Certificate Program cost is calculated per student per company represented, based on region. Pricing is as follows:

North America (USD):

- First student sent by a company—\$2,890
- Students #2 through #5—\$2,525 each
- Students #6+—\$1,950 each

Europe (EUR):

- First student sent by a company—€2,890
- Students #2 through #5—€2,525 each
- Students #6+—€1,950 each

CIMdata Community Members are eligible for a discount; please get in touch with CIMdata for additional information.

Notes

- A maximum of 25 students can attend a Public Certificate Program session.

- For In-Person classes, any travel expenses incurred by participants are the responsibility of the attendee and are not handled by CIMdata. The Virtual Live Classroom option eliminates travel expenses while providing real-time interaction and collaborative team exercises.
- Private certificate courses are available for companies that would like the courses to be tailored for their employees.

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 sustainable 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.

Standard PLM Certificate Program Sessions

PLM Basics and Sessions 1 through 5 comprise the *Core Certificate of PLM Leadership*. Adding Sessions 6 through 8 to the curriculum completes the *Standard Certificate of PLM Leadership*.

Online Session—PLM Basics

Duration: Three 1-hour online sessions—*to be completed before the class begins*.

Prerequisites:

- None

Intent: The scope of these three online sessions includes an introduction to PLM concepts, PLM as a PLM-enabling platform, and PLM 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. The session also introduces PLM trends, challenges, and its expanding reach.

Session Outline:

- Introduction
- Elements of a PLM Enabling Platform
- The Expanding Reach of PLM
- Today's Trends & Challenges

Session 1—PLM: Key Concepts & Learnings

Duration: ½ day

Prerequisites:

- PLM Basics

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

Session Outline:

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

Session 2—PLM Benefits & Potential Value

Duration: ½ day

Prerequisites:

- PLM Basics
- Session 1: PLM: Key Concepts & Learnings

Intent: This session reviews industry metrics used to measure and monitor the benefits of PLM implementations and the costs associated with implementing a digitalization strategy. Areas of potential PLM benefits will be presented by reviewing case study results achieved by various companies that have implemented PLM. The focus of the session is 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, incorporate PLM into a company's operations, 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:

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

Intent: This session provides a set of detailed guidelines for developing a PLM vision, strategies, Main digitalization drivers, 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 and roadmap.

Session Outline:

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

Session 4—PLM Solution Appraisal

Duration: ½ day

Prerequisites:

- PLM Basics
- Session 1: PLM: Key Concepts & Learnings
- Session 3: PLM Strategy & Solution Definition

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

Session Outline:

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

Session 5—PLM Implementation, Monitoring & Continuous Improvement

Duration: ½ day

Prerequisites:

- PLM Basics
- Session 1: PLM: Key Concepts & Learnings
- Session 2: PLM Benefits & Potential Value
- Session 3: Strategy & Solution Definition

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 PLM 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

Session 6—PLM Process Development & Testing

Duration: ½ day

Prerequisites:

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

Intent: This session provides an understanding of how to best define, implement, and continuously improve PLM-enabled processes. The session will also present best practices for testing the process-enabling PLM solutions.

Session Outline:

- Developing Business Processes
- Documenting Business Processes
- Sample Business Process Definition
- System Testing & Validation
- Process Ownership & Continuous Improvement

Session 7—Integrating PLM within the Enterprise

Duration: ½ day

Prerequisites:

- PLM Basics
- Session 1: PLM: Key Concepts & Learnings
- Session 2: PLM Benefits & Potential Value
- Session 3: Strategy & Solution Definition
- Session 5: Implementation, Monitoring & Continuous Improvement

Intent: This session focuses on PLM's role within an enterprise's overall information technology architecture (supporting both processes and data) and how to best approach the integration of various PLM solutions

(e.g., via the implementation of a service-oriented architecture), especially PDM technologies, with other enterprise IT systems, e.g., ERP, CRM, etc.

Session Outline:

- Introduction
- The Typical Enterprise IT Landscape
- PLM's Role in an Enterprise IT Landscape
- Integration Approaches that Work
- Other Issues to Consider

Session 8—AI in PLM

Duration: ½ day

Prerequisites:

- PLM Basics
- Session 1: Introduction to PLM

Intent:

This session focuses on how AI is used in product development—what it is, how it supports PLM, and how to decide where to apply it. This is not a general AI course. It covers what the technology is, the ways it is used to support product development, and how to decide where it's appropriate to use. It frames AI adoption as problem-led—starting from product development problems worth solving, as opposed to the technology — and helps you understand why AI is worth attention now. The session also builds a working vocabulary for AI—places AI, machine learning, neural networks, and LLMs in context, and explains its building blocks (LLMs, RAG, AI agent, agentic AI), including why ungrounded LLMs produce confident-sounding errors. The session identifies what must be true for AI to succeed—the people, organization, data, and governance prerequisites. Market views from CIMdata's research are presented: where adoption stands, where AI delivers today, and the governance gap AI users will experience. A decision framework to prioritize AI activities is presented—screen for fit, rank by value and readiness, source across the buy-to-build spectrum, and identify failure modes that stall projects.

Session Outline:

- Understanding AI in Product Development
 - Setting the Stage
 - The AI Landscape
 - AI Mechanisms
- Making AI Work in Product Development
 - What Must Be True
 - What the Market is Telling Us
 - Strategic Guidance