

CIMdata PLM Leadership Public PLM Certificate Program

Knowledge to Improve PLM Project

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 Certificate Program as a central 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 certificate programs are delivered through a series of education and training sessions, and are intended to ensure that those who participate in a PLM project all have a strong understanding of PLM concepts and industry leading best-practices.

These certificate programs are available to industrial companies who are considering, evaluating, implementing, and/or enhancing their PLM-enabling solutions, as well as to PLM software and service solution providers. These programs are also offered in a number of different configurations (see www.CIMdata.com¹), including the configuration described herein.

Public PLM Certificate Program

CIMdata’s Public PLM Certificate Program leverages CIMdata’s internationally recognized 5-day *PLM Certificate Program for Industrial Organizations and PLM Solution Providers*. This assessment-based certificate program satisfies the main PLM education requirements of small to large enterprises. 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 Private version of the program provides organizations with an exclusively presented series of educational seminars that may be tailored to their 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

The Public PLM Certificate Program is delivered through a series of 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 certificate program is delivered over three or five 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 students in the course are also expected to take part in team exercises that require additional time following each day’s formal education sessions.

“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 lectures, industry case studies, group exercises, and tests.

Successful completion of a 5-day program leads to a *Standard Certificate of PLM Leadership*, and the successful completion of a 3-day program results in a *Core Certificate of PLM Leadership*.

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
- 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 cases studies) can be easily

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

added if the program is being delivered to a specific company or industry group.

Certificate Program Outline

- Day 1:** Session 1: PLM: Key Concepts & Learnings
- Day 2:** Session 2: PLM Benefits & Potential Value
Session 3: PLM Strategy & Solution Definition
- Day 3:** Session 4: PLM Solution Evaluation & Selection
Session 5: PLM Implementation, Monitoring & Continuous Improvement
- Day 4:** Session 6: PLM Process Development & Testing
Session 7: Integrating PLM within the Enterprise
- Day 5:** Session 8: Expanding PLM Across the Value Chain
Session 9: Configuration Management's Role in PLM

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 set of PDF files provided on a USB thumb drive.

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

5-Day Pricing

The 5-day Public PLM Certificate Program cost is calculated per student per company represented. Pricing is as follows:

- First student sent by a specific company—US\$3,750
- Students #2 through #5—US\$3,450 each
- Students #6+—US\$2,950 each

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

3-Day Pricing

The 3-day Public PLM Certificate Program cost is calculated per student per company represented. Pricing is as follows:

- First student sent by a specific company—US\$2,750
- Students #2 through #5—US\$2,450 each
- Students #6+—US\$1,950 each

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

Notes

- A maximum of 25 students can attend a Public Certificate Program session.
- Any travel expenses incurred by participants are the responsibility of the attendee and are not handled by CIMdata.
- Private certificate courses are available for companies 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.

Standard PLM Certificate Program

Session Descriptions

Sessions 1 through 5 comprise the *Core Certificate of PLM Leadership*. Adding Sessions 6 through 9 to the curriculum completes the *Standard Certificate of PLM Leadership*.

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

Session 4—PLM Solution Evaluation & Selection

Duration: ½ day

Prerequisites:

- 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 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 5—PLM Implementation, Monitoring & Continuous Improvement

Duration: ½ day

Prerequisites:

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

Intent: This half-day 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

Session 6—PLM Process Development & Testing

Duration: ½ day

Prerequisites:

- 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 half-day session provides an understanding 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:

- 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 half-day session focuses on PLM’s role within an enterprise’s overall information technology architecture (both process 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—Expanding PLM Across the Value Chain

Duration: ½ day

Prerequisites:

- Session 1: PLM: Key Concepts & Learnings

Intent: This half-day session covers the next steps in implementing PLM inside and outside the company, to its supplier and partner community, providing access to its customers, to other functional areas outside of engineering and manufacturing operations, and distribute operations across the broader enterprise.

Session Outline:

- Defining the Value Chain
- Current Areas of Expansion
- Essential Issues for Each Area
- New Technologies Impacting PLM’s Expansion
- Priorities & Steps for Expansion

Session 9—Configuration Management’s Role in PLM

Duration: ½ day

Prerequisites:

- Session 1: PLM: Key Concepts & Learnings

Intent: This half-day session defines configuration management and how PLM can be used to enable it. The session provides an understanding of the various PLM-related configuration management elements (e.g., configuration items, options & variants, change management, and effectivity) and how a PLM solution can be used to support them. The session also reviews a set of configuration management best practices and industry examples.

Session Outline:

- The History of Configuration Management
- Why Configuration Management Matters
- Configuration Management Defined
- Processes & Related Requirements
- Best Practices Guidelines
- Industry Example - CMII