

CIMdata PLM Leadership PLM Executive Short Course

A Right-Sized PLM Short Course for Today's Busy Executives

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. CIMdata has leveraged its knowledge and experience to create the PLM Executive Short Course as an integral part of CIMdata PLM Leadership—the PLM industry's most comprehensive non-biased education and training offering.

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 education and training sessions and are intended to ensure that those who sponsor and/or participate in a PLM project all have a solid understanding of key PLM concepts and industry leading best-practices.

"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."—VP iProducts, Tata Technologies.

The PLM Leadership short course series are available to industrial companies who are evaluating investing in or implementing PLM, and to PLM solution providers. Additionally, these programs are offered in a number of different configurations (see www.CIMdata.com¹), including the configuration described herein.

PLM Executive Short Course

CIMdata's PLM Executive Short Course 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 medium and 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 providing PLM related services. The program also provides organizations with a comprehensive series of educational

seminars that may be tailored to their specific industry and/or topical needs.

The PLM Executive Short Course is delivered through two right-sized education and training sessions. Each session is 3.5 hours in duration. Furthermore, the intent is to tailor the delivery of the program's content, within the given time restrictions, to address any specific issues impacting the attendees.

"Very worthwhile, will definitely help move our own PLM initiative forward."—Engineering Group Leader, Crown Equipment Corporation.

The PLM Executive Short Course is delivered in one business day. The day runs from approximately 8:30am to 4:30pm with one mid-morning break, a lunch break, and one mid-afternoon break.

The short Course includes a combination of lectures, industry case studies, and group discussions.

Successful completion of the course leads to an *Executive Certificate of PLM Leadership*.

Target Audience

The target audience for the PLM Executive Short Course includes, but is not limited to:

- PLM Program Sponsors
- Program Champions
- Business Process Subject Matter Experts
- Project Leaders
- Functional Directors (e.g., IT, engineering, supply chain, NPD, etc.)

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

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

Course Outline

- A Comprehensive Introduction to PLM
- The Main Elements of a PLM Solution
- The Expanding Reach of PLM
- An Introduction to the PLM Commercial Landscape
- The Benefits of PLM
- Best Practices for PLM Strategy Definition & Solution Selection
- Best Practices for PLM Deployment, Monitoring & Continuous Improvement
- The Importance of Organizational Change
- The Six Key Success Factors

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.

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

Pricing

The PLM Executive Short Course cost is calculated per student per company represented. The non-member pricing is as follows:

- First student sent by a specific company—US\$925
- Students #2 through #5—US\$875 each
- Students #6+—US\$800 each

CIMdata PLM Community Members (contact CIMdata for additional information) are entitled to take advantage of the following pricing schedule:

- First student sent by a specific company—US\$850
- Students #2 through #5—US\$800 each
- Students #6+—US\$675 each

All monetary figures are in United States Dollars.

Notes

- Any travel expenses incurred by participants are the responsibility of the attendee and are not handled by CIMdata.
- Private 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 Executive Short Courses, 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 Executive Short Course

Session Description

Intent: The scope of this 7-hour 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:

- *Session Introduction*
A discussion of the PLM market status, including recent history, today's facts and figures, and key market trends that can help an attendee understand the market's evolution. Trends discussed include social product development, the platformization of PLM, systems engineering, etc.
- *Elements of a PLM Solution*
Definition—A definition and description of a PLM solution, what it is and how its various components fit together. This provides a broad definition for PLM, and positions PLM with regard to other related technologies, such as CAD, software engineering, and ERP/MRP II tools.
Functionality—A description of the functionality required to support PLM. This includes a description of the functional areas that make up typical PLM solutions and a discussion of each of them; what they are and how they work, what they are used to achieve, examples of how they are supported in commercial PLM enabling solutions.
Architecture—A discussion of issues related to the architectures of PLM solutions, including distributed system operational requirements, user interfaces, applications interfaces, platform issues, service oriented architectures, etc.
- *The Expanding Reach of PLM*
This discussion introduces PLM's key expansion areas. These include functional areas of an extended enterprise where PLM has yet to be applied or where PLM has recently begun to show applicable benefits. Some of these areas include: portfolio management, requirements management, digital manufacturing, mechatronics, and simulation and analysis.
- *An Introduction to the PLM Commercial Landscape*
This discussion provides an overview of the commercial landscape for PLM solutions, including a review of leading PLM solution providers and their offerings. This session will describe today's "mind-share" PLM solution providers with a specific focus on the PLM solution providers that support the region in which the Short Course is being delivered.
- *PLM Benefits*
This discussion provides an overview of the types and magnitude of benefits that can be achieved through the proper adoption of a PLM strategy and supporting technologies. This session will include the review of a selected set of actual benefit examples from various industrial companies.
- *Best Practices for PLM Strategy Definition & Solution Selection*
This discussion provides a set of high-level guidelines for developing a PLM strategy and executing a solution evaluation and selection. Ideally, these best practices help organizations reduce the time it takes to get to implementation, identify and quantify associated risks, and better manage and control project costs.
- *Best Practices for PLM Deployment, Monitoring & Continuous Improvement*
This discussion provides an overview of the main activities associated with the successful deployment, monitoring, and continuous improvement of a PLM solution as well as a look at the importance of organizational change and the six key success factors.