



PLM Interest Group

CEO Briefing Document for PLM

A company's PLM spend can be millions of dollars - yet in most companies, senior VPs and the Board have no oversight, and no active control of outturns.

This is an executive-level overview of PLM and its impact, in easy-to-read sections covering detail, strategy and operations.

Version 3.0E

Executive Summary

PLM (Product Lifecycle Management) affects your business. It affects every company that makes money by selling products or services. The IT and support spend can run to millions of dollars, and the outcome has a major impact on performance and outturns. Yet in most companies, senior VPs and the Board have no oversight of what is happening.

Senior management needs an accurate understanding of PLM in order to take the correct decisions, but PLM is a complex and technical subject. There is a balance to be struck between learning time and knowledge gained.

This *CEO Briefing Document* has been created by the PLMIG, the primary neutral body for PLM. It gives the shortest explanation for non-PLM executives of the questions:-

- ***"What Is PLM?"***
- ***"What Impact Does It Have?"***
- ***"What Should I Do About It?"***

It is designed for speed-reading, or browsing on the train, and brings the reader up to scratch with a minimum of effort. It won't make you a technical expert, but it will give you a Board-level understanding.

Reading this document gives you a high-level grounding so that you can deal with the subject with confidence and accuracy.

The *CEO Briefing Document* is in 3 separate Sections that can be read independently of each other:-

- ***Section 1: Dealing with PLM Detail***
- ***Section 2: High-Level PLM***
- ***Section 3: View from the Coalface***

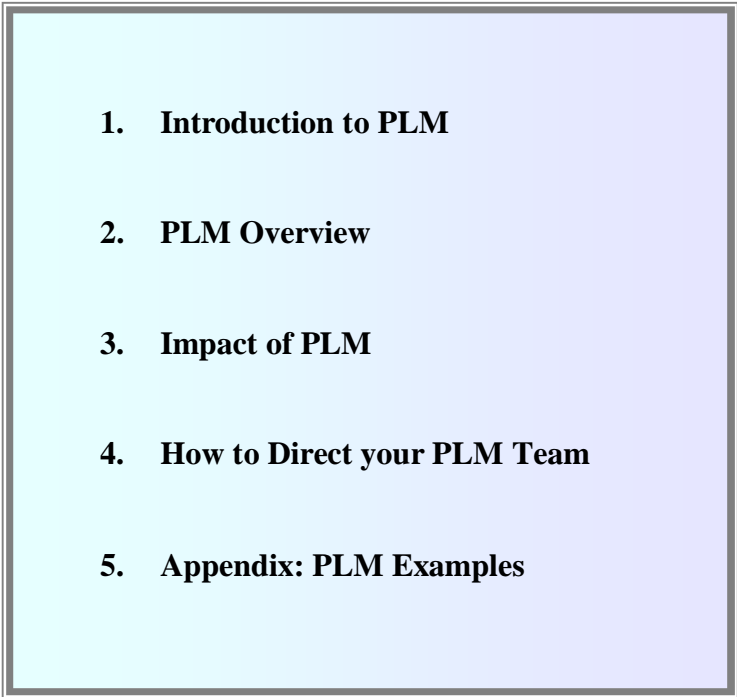
If one of your colleagues, at whatever level, is uncertain about PLM then just hand them this document and suggest which Section they should read.

Users of the *CEO Briefing Document* can send in questions about its use, and about issues that arise during its use, via ceobriefing@plmig.com

Section 1: Dealing with PLM Detail

PLM projects and proposals are complex, and involve specialised concepts and jargon. For the busy VP or director, there can be a nagging doubt about whether all this is good for the business.

If you are not familiar with PLM, and are faced with PLM proposals or project reports, then this Section will put everything into context.

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- 1. Introduction to PLM**
 - 2. PLM Overview**
 - 3. Impact of PLM**
 - 4. How to Direct your PLM Team**
 - 5. Appendix: PLM Examples**

Section 1: Table of Contents

Executive Summary	2
Introduction to PLM.....	6
Why PLM?	6
It's All About Products.....	6
The Meaning of PLM.....	6
The Power of PLM.....	6
PLM Overview	7
PLM Definition.....	7
Business Perspective	7
The Real Definition of PLM.....	7
Impact of PLM	8
IT Fragmentation.....	8
Design Anywhere.....	8
Enterprise Data Management	8
Re-Use and Protection of Knowledge.....	9
Organisation Structure.....	9
Empowerment and Support	9
Company Metrics.....	10
Visibility and Planning.....	10
How To Direct Your PLM Team.....	11
Step One	11
Pre-Requisites	11
Management Mechanism.....	12
Appendix 1: PLM Examples.....	13
Early PLM Thought	13
Car Company.....	13
Aircraft Leasing Company	13
Water Utility	13
Financial Institution	14
Prisons	14
H. M. Queen	14

Section 2: High-Level PLM

PLM is a fundamental element of success for any product-oriented business, and needs to be considered at a strategic level.

It is the task of CEOs and VPs to do this, but there is a balance between learning time and knowledge gained.

This Section is designed as a 'speed read' on the train, at the airport, or whenever you have a moment.

- 1. An introduction to PLM**
- 2. A High-Level View**
- 3. What You Need To Know**
- 4. A New View of Your Business**
- 5. A New Way of Thinking**
- 6. Information and Communication**
- 7. How to Apply PLM**
- 8. Benefits and Risks**

Foreword

PLM (Product Lifecycle Management) is a complex subject, and as a senior director or VP you are likely to be bombarded with technical detail by those who work on it.

However, your company needs you to take a high-level and strategic view, because the hands-on managers of PLM cannot do this.

This document explains the higher-level issues of PLM in an easy-to-read format that lends itself to a train journey or an airport departure lounge - or just as a useful piece of background reading to keep on top of new ideas.

It lifts you above the technical detail and explains PLM at the level at which you look at the business. Not only will it prepare you for PLM discussions, but it will help you look at your business with a new and interesting perspective.

Section 2: Table of Contents

High-Level PLM.....	18
An Introduction to PLM.....	18
A High-Level View.....	18
PLM: What You Need To Know.....	18
A New View of Your Business.....	19
A New Way of Thinking.....	20
Information and Communication.....	20
How To Apply PLM.....	21
Benefits and Risks.....	21
And Finally.....	22

Section 3: View from the Coalface

Life is quite different at the operational level of PLM.

In most organisations, PLM is managed by a 'Prime Mover' who may be at middle or senior management level - but well below the Board. The PLM Manager's perspective is the inverse of the CEO's.

He or she must strive for high-level, enterprise-wide PLM performance and benefits, without the elevated viewpoint and authority to achieve them..

This Section looks at the issues of Board-level PLM awareness at the coalface, looking upwards.

- 1. Strange World of the PLM Manager**
- 2. The Holy Grail**
- 3. Easy Intervention**
- 4. Operational Viewpoint**
- 5. Strategic Viewpoint**
- 6. Avoidance of Doubt**
- 7. Use Cases**
- 8. The Power of Interaction**

Section 3: Table of Contents

The Strange World of the PLM Manager	26
The Holy Grail.....	26
Easy Intervention	26
Operational Viewpoint.....	27
Top-Down.....	27
Bottom-Up	27
Strategic Viewpoint	27
Avoidance of Doubt.....	28
Use Cases for Section 1.....	29
Example 1: Raising a Business Issue	29
Example 2: Making a Project Proposal	29
CEO Reaction	29
Use Cases for Section 2.....	30
Example 1: General Briefing	30
Example 2: High-Level Understanding.....	30
The Power of Interaction	31
Arguing the Case.....	31
Presenting the Document.....	31
Leveraging the Document	31