

PLMJ Product Lifecycle Management Journal

*The Journal of the PLM Interest Group.
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WHAT'S NEW IN JULY

We cover fewer subjects this month, not because it is the holiday season but because we have been presented with an apparently straightforward idea that has many interesting consequences.

PLM Benefits

Everyone who is involved in PLM knows that there is only one thing more difficult than defining exactly what PLM is, and that is to identify and communicate precisely the benefits that implementing PLM will bring.

Decision Makers

Even if the benefits could be quantified clearly (and they would need to include aspects such as ROI, which is another unresolved subject) that is only "half the battle".

In order to make things happen within your organisation, the decision-makers need not only to see a suitable set of figures, but also to be convinced that the projected benefits are credible.

Reference Model

The first part of the problem, that of creating the figures, would be helped if there were a Reference Model to show the benefits that are generated by PLM. This would save PLM Managers from having to do calculations for their own organisation, which is time-consuming and not the work that they are actually there to

do. It would also help vendors and new customers, by removing the need to make what are often seen as speculative or even biased case-specific assessments. It would be much better to refer to an existing Reference Model that is known to be valid and neutral.

In the PLMJ this Month:

1. **What's New in July**
2. **PLM Benefits Reference Model: A New Industry Standard for PLM?**
3. **PLM Research: The RSIG Develops with Manufuture**
4. **Defining PLM**

Industry Standard

The second part of the problem, to make the benefits convincing for decision-makers, would be solved if the Reference Model is an accepted industry standard. CEOs and CFOs would then find it much easier to accept and act upon it.

PLMIG Role

The PLMIG may be the only organisation that can lead the development of such a standard, but endorsement by the PLMIG will not be enough to make it a standard. There needs to be a consortium of support for the initiative, and we describe how that can be developed in this issue.

Research SIG

Following the "Global Challenge" for PLM research (see PLMJ May issue) the RSIG continues its work behind the scenes.

Defining PLM

We also include some thoughts on why PLM is so difficult to define, and offer a closing definition of our own.

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