

# PLM J Product Lifecycle Management Journal

*The Journal of the PLM Interest Group.  
Circulated to members and subscribers each calendar month.*

## WHAT'S NEW IN NOVEMBER

This month we have been continuing the publicity for the PLM Benefits Reference Model, which has generated interest from countries around the globe. We are close to confirming the first Founder Members, who will provide the impetus for the Launch Phase.

The PLMIG has also been "on the road", with John Stark speaking at the 'Turning Ideas Into Profit' Conference in London and Roger Tempest presenting at an Innovation Conference for the Food and Beverage Industry in Amsterdam.

This helps the profile of the PLMIG, but it is also useful for the new material that it generates.

More on the Innovation seminar will appear next month, but this issue of the *PLM Journal* has an extract from the London presentation, and also includes the results of a short workshop session in Amsterdam on the Future of PLM.

### Benefits Reference Model

This month the PLMIG has been carrying the message to potential Founder Members of the Project, with a high degree of success. We are helped by the fact that users and vendors alike really do want this Reference Model.

It will be an opportunity for practical collaboration between many types of PLM organisation, and its international profile will enable PLM managers to persuade their CEOs to support true PLM improvement for the first time.

### Implementing a PLM Strategy

Speaking at a conference organised by Oracle UK, John Stark explained in detail the issues surrounding a true PLM strategy implementation, including: how to overcome rejection; three levels of opportunity and effort; good and bad advice that you may receive; and the components of a 'PLM Survival Kit.'

### Future of PLM

In Amsterdam on 18 November a group of PLM practitioners sat down for a short discussion on the future of PLM. They found that you cannot think of the future without taking account of the present, and that, in PLM terms, the process industry and

discrete manufacturing industry are one and the same.

### Thought Process

We also have two articles on often-neglected areas where thought needs to be applied to PLM.

### In the PLM J this Month:

1. **What's New in November**
2. **PLM Benefits Reference Model: Mobilisation Begins**
3. **Implementing a PLM Strategy in your Organisation**
4. **Future of PLM: Amsterdam Workshop Session**
5. **Learning about PLM**
6. **PLM: A New Paradigm**

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