

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 DECEMBER

The calendar year is coming to a close but PLM is on a continuing path of development. The Benefits Reference Model has moved from being a "nice idea" to an ongoing project, as the major PLM vendors officially confirm their participation.

This is just the beginning of what will be the international PLM initiative of 2006, because it is not just the vendors who are interested in the BRM.

Several industrial companies are close to deciding on their support, and these are based in different countries. National PLM organisations and industrial support agencies are also asking to be involved.

This means that the workshop series that forms the backbone of the Launch Phase will generate an unprecedented amount of new information about the real global state of PLM.

BRM Planning

Because the PLMIG will visit each of the Founder Members, and each FM will want to run their hosted workshop in a different part of the world, we are now entering a period of planning and logistics.

The drivers for the Founder Members must be fulfilled as far as possible whilst maintaining a balanced and cohesive overall structure during the Launch. We must not lose sight of the fact that the goal of the Launch Phase is to produce a

comprehensive, agreed overview of the framework on which the eventual Model will be developed.

PLM and Innovation

As mentioned in last month's issue, Roger Tempest was the PLM speaker at an Innovation Conference for the Food & Beverage industry in Amsterdam, with a focus on Product Portfolio Management.

Some of the new knowledge generated by PLMIG members over the past two years is particularly useful when applied to this subject. In particular, the approach embodied in the *PLM Benchmarking Handbook* leads to a new way of thinking about how to manage the Product Portfolio. Details are in this issue.

Long-Lifecycle Products

This month we consider the particular issues relating to products whose lifecycle is measured in decades rather than years or months.

Season's Greetings

The December issue always comes out close to a holiday for most people, which means that there is less time to write and less time to read. The PLMIG will concentrate on building up the BRM Launch, and keep Members up to date with regular progress news in addition to the larger-format quarterly PLMJ in 2006.

In the PLM J this Month:

- 1. What's New in December**
- 2. Harnessing NPD and PLM to Drive Innovation in the Food and Beverage Industry**
- 3. Problems of the Long-Lifecycle Product**

Product Lifecycle Management Journal. The PLM Journal is the official publication of the PLMIG and is distributed to all members. For details on how to subscribe or become a member of the PLMIG see the web site www.plmig.com.

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