

PLMJ Product Lifecycle Management Journal

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INDUSTRY SPECIAL

On 04 September the PLMIG led a one-day workshop in London on the subject:-

The PLM Challenge: why PLM in the Pharmaceutical Industry is Different

Hosted by event organisers Visiongain as part of their second Annual Pharmaceutical PLM Conference, the Workshop combined advanced PLM concepts from the PLMIG with the pharmaceutical experience of the delegates to reveal some interesting conflicts and lessons.

The findings were so useful that the planned Q2 PLMJ has been deferred to give space for a full feature on the Workshop results in this issue. Although based on the pharmaceutical industry, the lessons shed new light on industry factors in PLM, and can be applied by anyone.

PLM Generics & Industry Specifics

The PLMIG has run many initiatives since its inception in 2004, and all of the new material generated has turned out to be generic, in that it can be applied to organisations of any type in any industry.

At first this was surprising - it had been expected that the *PLM Benchmarking Handbook*, for example, would contain many questions that related to the industry of its users. Instead, the

methodology was “pure PLM”, making the *Handbook* unexpectedly compact and portable.

However, every organisation regards its industry situation as important - the pharmaceutical industry more than most, because of its unusual and very complex market-lifecycle relationship.

The Workshop lived up to its Challenge, and showed how industry factors really do impact on PLM.

PLM and the Lifecycle

The pharmaceutical industry is facing significant new pressures. It has one of the most overpowering product lifecycles of any industry, but is threatened by commercial trends that may make that very lifecycle unworkable.

The Workshop participants wrestled with the issue of how to see beyond the pharma product lifecycle and adopt a PLM view that might uncover new business

improvements to meet these pressures.

This generated a new viewpoint about the relationship between the product lifecycle and PLM, which will be of use “across the board.”.

Other Industries

For other industries, and for PLM researchers, the pharma template can be used to generate your own conclusions about how a PLM implementation may need to adapt.

In the PLMJ this Issue:

1. Q2 Issue Overview
2. The PLM Challenge: Workshop Overview
3. What Makes the Pharma Industry “Special”?
4. The Role of the Lifecycle
5. Implementing PLM in the Pharma Industry
6. Lessons for Other Industries

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