

# PLM J Product Lifecycle Management Journal

*The Journal of the PLM Interest Group.  
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## NEWS FROM Q3

The Q3 overview is about an overall trend - a “tidal flow” of PLM progress.

PLM has been developing since the start of the decade, and there are now implementations which reach across global corporations.

However, like the tides, the overwhelming “flow” of progress is often followed by an “ebb”, as organisations are reshaped and working priorities are changed.

Now is a good time to look at this in more detail. Plans are being set for 2008, and it is worth examining what factors make PLM develop, and which ones can cause all the gains to evaporate.

### Shifting Sands

In general terms, the world knows how to do PLM. Many companies and corporations have adopted PLM concepts, and have made substantial and substantive progress. In many cases the PLMIG has followed this progress as members interact and the Group works with them to develop new tools and knowledge.

However, the cycle of interaction is now so long that we can observe how apparent progress can stall, or be set back, as factors change within these organisations. This happens so frequently that it cannot be accidental.

### Raising the Bar

One of the most fundamental problems is the lack of a clear target for PLM to develop towards. PLM has always been regarded as a kind of “journey” that will never stop evolving. The PLM Maturity Model has now shown this to be untrue.

### In the PLM J this Issue:

- 1. Q3 Overview**
- 2. PLM Progress, and How to Maintain It**
- 3. The Goal of PLM: Set your Sights High Enough**
- 4. PLM Roadmapping: The PLM Summit Debate.**
- 5. PLM 2008: User Initiative Consultation.**

Knowing the target point - the state of “Full Maturity” - can enable you to highlight where your PLM implementation is falling short of optimal.

Establishing this target in the minds and objectives of your company can prevent the “ebb” that so often occurs.

### PLM Roadmapping

The PLMIG chaired the Panel Discussion at this year’s *European PLM Summit*. The subject was ‘PLM Roadmapping’, and three leading PLM users set out their views.

A clear roadmap is a way to maintain progress. The experts from Siemens, DSM and DaimlerChrysler proposed three methodologies, which we summarise inside.

### PLM User Issues

The consultation phase for the proposed User Initiative for 2008 included a chance for all respondents to input their views about the most important PLM issues. These give an informative view of where the PLM emphasis should be in 2008.

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