

Product Lifecycle Management

Synergizing Complexity

As mass customization, intense competition and networked manufacturing complicate the process of making things across more sectors, function-based thinking will only restrict and slow performance. Competitive edge will go to those now able to think across systems and integrate the complete experience of making and using new products.

A whole new ballgame

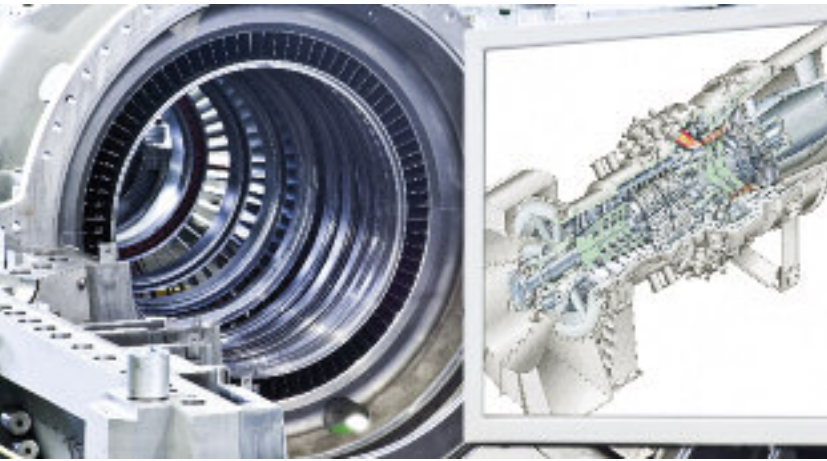
Designing, manufacturing and supporting products today has become a radically challenging business. A host of forces – led by the empowerment and demands of global customers – has altered the ground rules for manufacturers across a growing number of sectors.

Complex pressures

After growing customer power comes global competition – compressing product lifecycles and demanding continuous innovation. Highly collaborative networks of suppliers, partners and Tier 1 players now require ever greater speed and synchronicity. Products also continue to grow in complexity – integrating more layers of technology but demanding ever greater ease of use. Meanwhile, environmental imperatives and government regulation are driving the need to responsibly control the entire lifespan of products – from raw material to recycling and disposal.

Further complicating factors

These are the major forces at work, while a wide spectrum of secondary influences – from rapid switching of company ownership to knowledge retention among staff and procurement dictates that sacrifice quality for cost – further complicates the picture and conflicts the attempt to synergize the entire product process.



PLM for manufacturing edge

Faced with this growing complexity – and very often with its resulting negative outcomes such as price erosion, delayed launch, product recall and legal liability – manufacturers are now forced to look to Product Lifecycle Management to regain the edge and turn global conditions to advantage.

Full value chain coverage

The full management of products and their information from conception to discontinuation, the field of PLM reaches far beyond engineering and production. Merging the virtual and physical worlds of product creation and manufacturing to

realize Simultaneous and Concurrent Engineering (SE/CE), Product Lifecycle Management also brings together the product and the service worlds – catalyzing the critical after-market space with a fully informed sales force and powerful customer feedback loops to development people.

From product to unique experience

Fully implemented and integrated, PLM transforms linear value chains into circles of innovation connecting customers and the entire extended enterprise to make better, faster and more valuable products for everyone. It is the key to evolving beyond the product and the service into the unique experience.

The realization challenge

Its benefits thus range from operational efficiency and tactical speed-to-market right up to increased revenues, greater profitability and consistent market leadership. All this, however, remains vision. For most, the road to synergized PLM is littered with delay and frustration as product and process complexity intensifies. Unless, that is, you find a partner that understands the whole equation.

Consult

Strategy, Potential Analysis

Strategy development and identification of potentials in PLM processes

Process Design, Optimization

Design, harmonization and optimization of PLM processes or specific subprocesses

Business Oriented Architecture

Definition of a business-oriented IT Architecture and Roadmap

Design/Build

Product Lifecycle Management – Solutions

Collaborative Product Design

Product Data Management

PLM for Service

PLM for Production & Supply Chain

Product Visualization Solutions

Operate

Application Management for PLM Solutions

Cost-efficient operation, support and maintenance of the PLM IT landscape. Progressive Value Generation through continuous improvement of the PLM IT landscape and PLM processes.

We approach your PLM challenge with a full set of interlinked answers – from strategic analysis of full potential value and business process transformation to core solutions in collaborative design, PDM, service, production and visualization. Progressive value generation delivered in our application management through continuous cost and benefit improvements ensures your product lifecycle remains fully synchronized and flexible.



Complexity to Synergy

Today's Product Lifecycle Management embraces the entire extended enterprise and product lifetime – a vast and highly complex territory. Command this scope and realize the potential of PLM to catalyze profitable growth by leveraging our unique insights and corporate capability as the world's only industrially embedded IT solution and service provider.

Partner capabilities

In their strategy to synchronize product worlds and serve customers better, many companies look to software vendors or IT partners. But unless your partner understands the industrial processes of manufacturing, and unless they can integrate PLM with every other corporate system – including factory-floor ones such as Manufacturing Execution Systems (MES) as well as corporate Enterprise Resource Planning, Supply Chain Management and Customer Relationship Management systems – you will at best be left with a partial result.

Three-in-one partner advantage

Siemens IT Solutions and Services offers you a unique triple play in the PLM space – exclusive manufacturing knowledge and access; Siemens leadership in PLM software; and enterprise-wide process and solution integration. Siemens is the world's most international industrial player. It is also the market and innovation leader in PLM software.

Siemens knowledge and innovation

Siemens IT Solutions and Services is your consultant and architect for process transformation and system integration. We put processes first, because technology renewal in itself will not transform your product results. We turn the exclusive global experience of Siemens manufacturing inside out for your benefit, bringing you best industrial processes and best-fit solutions. Our unique PLM 'how and why' makes the difference.



Collaborative Product Design



Product Data Management



PLM for Service



PLM for Production & Supply Chain



Production Visualization Solutions



Fifteen years of successful implementations

Product Lifecycle Management at Siemens IT Solutions and Services is built on 15 years of implementation excellence with international enterprise customers. Delivered to you from an increasing number of sites across our global presence, our expertise is at home on Siemens PLM products, but enhanced by mature experience on other major PLM platforms. Long collaboration with SAP complements and extends our software skill set, while Siemens mastery in MES and other factory-floor disciplines delivers an intuitive understanding around and below the level of PLM implementation. Numerous manufacturing players such as the Military Aircraft division of Europe's largest aerospace company EADS have already experienced the cumulative benefits of PLM integration from us – right up to early solution delivery and increased end-customer product uptake. Our skill set is aligned to the core segments of the manufacturing industry: electronic equipment and high tech, production and machine tools, industrial equipment and components as well as OEMs and suppliers in the automotive industry.

Executive benefit spectrum – core business improvements

A thought and market leader in one, Siemens is both visionary and realizer in this field.

Discover your individual benefits:

- As a Chief Executive Officer, experience how an optimized product lifecycle promotes your enterprise strategy.
- As a Chief Financial Officer, see how synergized product development improves margins and mitigates risks.
- As a Chief Technology Officer, experience greater control of R&D priorities through innovation process transparency.
- As a Chief Information Officer, deliver data reliability and impact business outcomes beyond IT.
- As a production manager, watch ramp-up speed accelerate as the cost-quality ratio transforms itself.
- And as a service manager, anticipate customer needs as you grow revenues and reinforce loyalty.

PLM in the right hands – industrially informed, technically advanced and holistically minded – can realize today's strategies of 'design anywhere, build anywhere, support anywhere' and extend lifetime product value as it accelerates networked manufacturing.

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