Joining forces for effective product lifecycle management
Companies in industries including aerospace, automotive and electronics face shorter product lifecycles due to intense competition and escalating customer expectations. In an effort to better manage product lifecycles and to compete effectively, organizations are establishing global partner networks. Yet they struggle to effectively integrate suppliers and business partners to enable enhanced product development.

IBM Product Lifecycle Management Services - Collaborative Product Development Management (CPDM) is a set of industry-specific processes and tools that are designed to enable you to manage the entire lifecycle of marketing, engineering and manufacturing data from inception through disposal. Encompassing four core process areas—project management, change management, product data management and component management—CPDM is designed to enable improved collaboration in each area. And IBM can tailor CPDM to your environment and industry-specific needs.

Streamlining processes to enable faster time-to-market
By leveraging a set of proven tools, including processes, templates and solution prototypes, IBM can help reduce cycle time and speed time-to-market, which can also help drive revenue to the bottom line. We can help you eliminate non-value-added activities and automate processes to foster collaboration internally—across divisions including engineering, marketing, operations and manufacturing—and externally with suppliers and partners.

Enabling collaboration to improve product quality
By effectively tracking product data through CPDM processes, you can determine whether products are meeting quality standards as well as customer requirements, such as those for advanced technologies and features. CPDM also enables collaboration enterprisewide and across the external enterprise, so you can better synchronize and manage cycles.

IBMs Product Lifecycle Management Services - Collaborative Product Development Management

Highlights

- Helps speed time-to-market by streamlining cycle times
- Helps improve product quality by coordinating change management
- Helps reduce costs by integrating product data in key phases
Improving productivity and efficiency to help reduce costs
With CPDM, you can streamline engineering change management and product data management, resulting in enhanced productivity and efficiency to help reduce material and labor costs. In addition, CPDM can be made available in an on demand model from IBM, allowing you to:

- Avoid up-front capital outlays and take advantage of a variable cost structure where you pay for what you use
- Enable your organization and suppliers to take advantage of industry best practices
- Quickly add new parties with which to collaborate when business is growing, and remove users during business downswings.

CPDM can help you be more responsive to employee and supplier needs. You can focus on your core competencies and revenue growth rather than processes, and build a resilient ecosystem that can handle changes in demand—key characteristics of an on demand business.

Relying on the deep experience of a global team
IBM can deliver a comprehensive portfolio of IBM Product Lifecycle Management Services offerings that leverage IBM’s deep business process, industry and technology expertise—along with strategic relationships—to develop innovative solutions that are tailored to your unique requirements. As product varieties expand and product lifecycles decrease, our offerings can help your company improve return on investment from product development and drive top-line growth.

For more information
To learn more about IBM Business Consulting Services and IBM Product Lifecycle Management Services, Collaborative Product Development Management, please contact your IBM sales representative, or visit:

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Route 100
Somers, NY 10589
U.S.A.

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12-03
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