


# The Business Case Behind PLM

A graphic of a yellow sticky note with a white tab and a grey corner, positioned behind the speaker's name.

*Jim Brown, President  
Tech-Clarity, Inc.*

- Put the Business First
- Importance of Technology
- The Value of PLM



## *Making the business value of technology clear*

### Who

- Independent Research Firm
- Educating Business on Driving Operational Improvement through:
  - Software / Technology
  - Best Practices
  - IT Services

### What

- Enterprise Applications
- Productivity Tools
- PLM/PDM
- Engineering Tools
- Systems Engineering
- IoT / Smart Products
- Innovation / PPM
- MPM / Digital Manufacturing
- Other Related Topics

### How

- Industry Surveys
- Papers
- eBooks
- Infographics
- Webcasts
- Videos / podcasts
- Public Speaking
- Strategy Workshops

# Introduction - Jim Brown

- Industry – General Electric Major Appliances
  - Manufacturing engineering, systems consulting
- Management Consultant – Andersen Consulting (Accenture)
  - Enterprise applications
- Software Industry – SCT (Infor) / Sequencia (OSIsoft)
  - Product strategy, product management, marketing executive
- Digital Innovation and PLM Industry Analyst
  - Technology Evaluation Centers / PLM Evaluation Center
  - VP & Group Director, Aberdeen Group
  - Founder and President, Tech-Clarity, Inc.

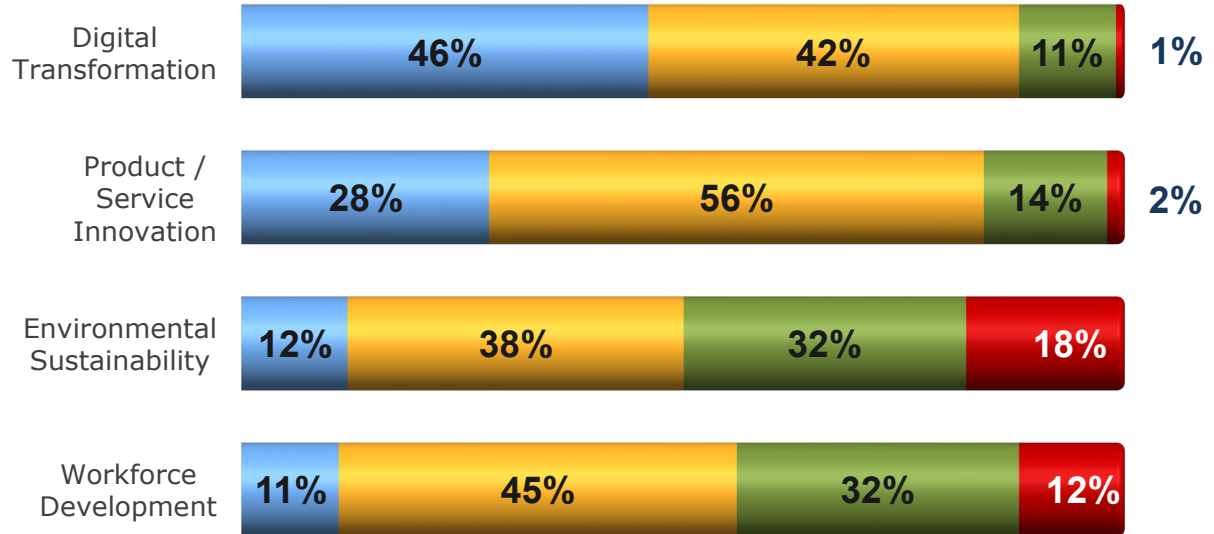


# Relevant Research



# Start with the Business in Mind

- Risk and disruption on the rise
- Demands innovation, agility
- Digital transformation is the way

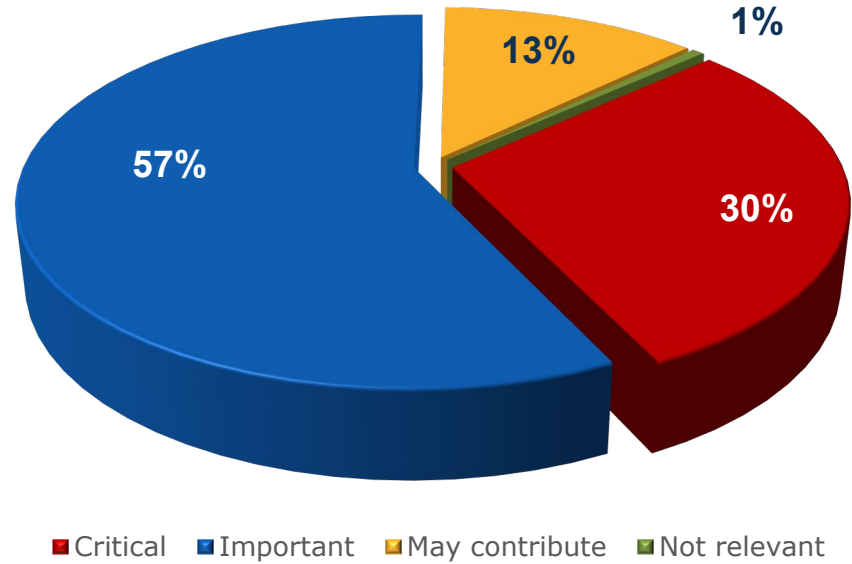


■ Increased Focus and/or Accelerated  
■ Stayed the Same  
■ Decreased Attention and/or Slowed Down  
■ Put on Hold

# Technology is Critical

- Technology critical to business success

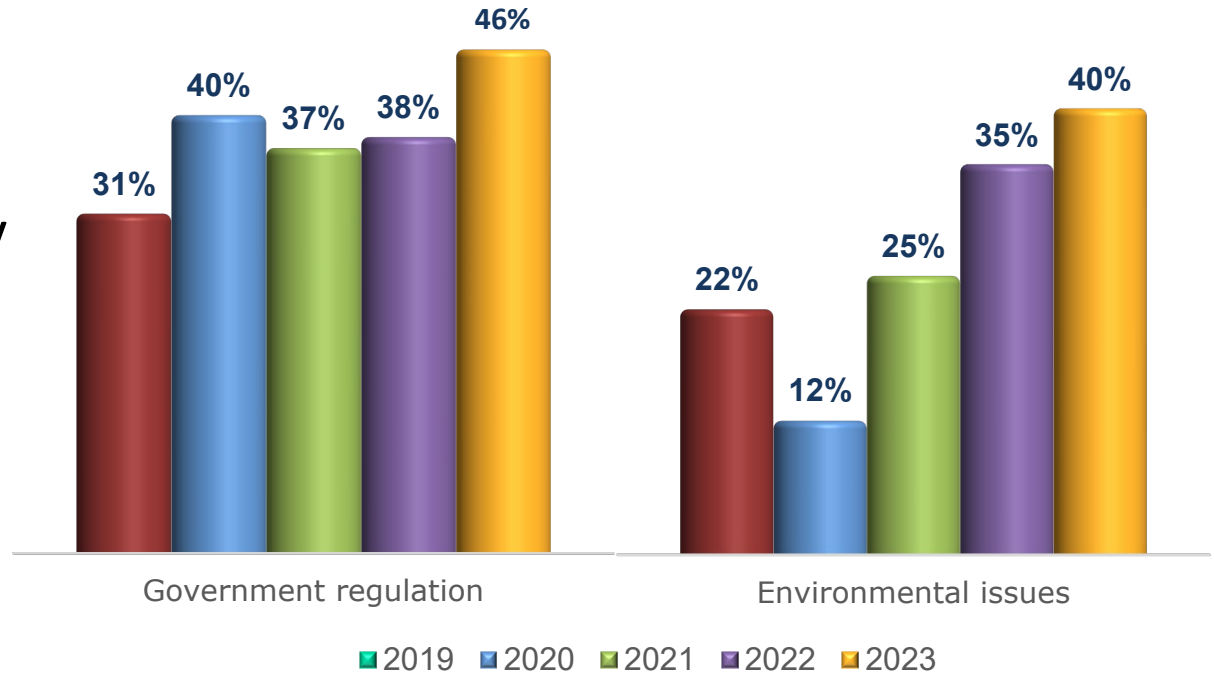
IMPORTANCE OF TECHNOLOGY TO SUPPORT LONG-TERM SUCCESS AND PROFITABILITY



# Example: Sustainability

FACTORS DICTATING CORPORATE STRATEGY AND INITIATIVES

- ESG driving strategy
- Focus increasing

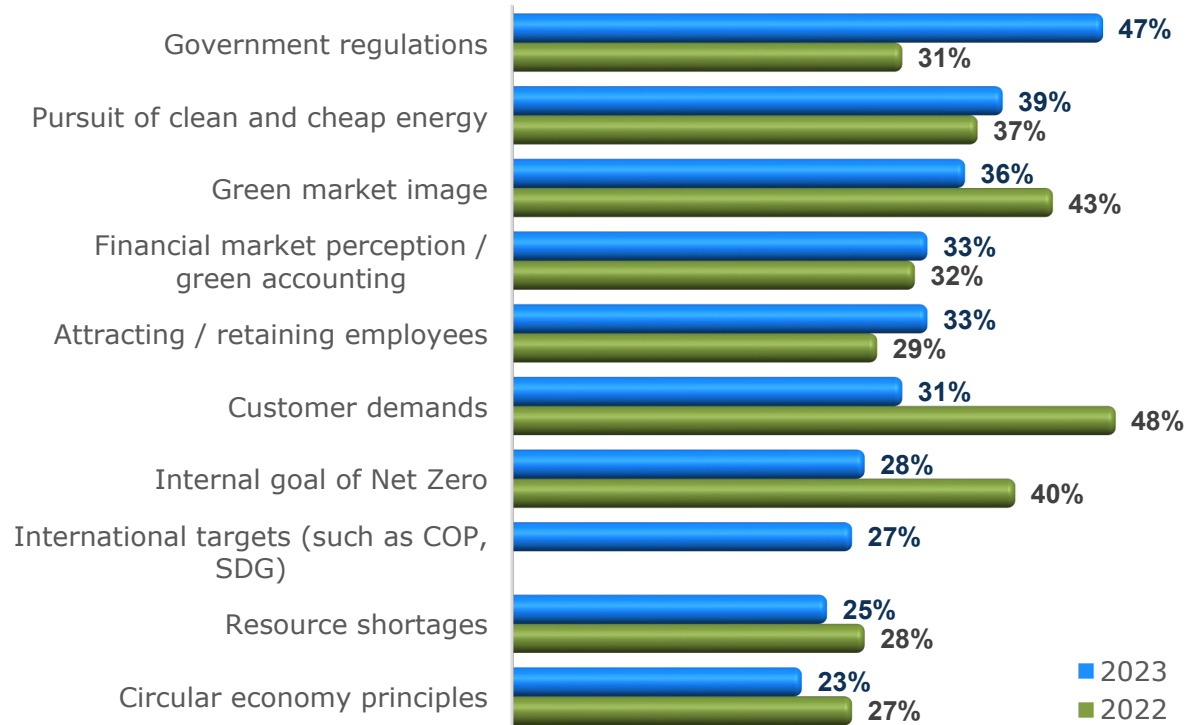




# ESG Driver Shifts

- From customer demand
- To regulations
- Creates a level playing field

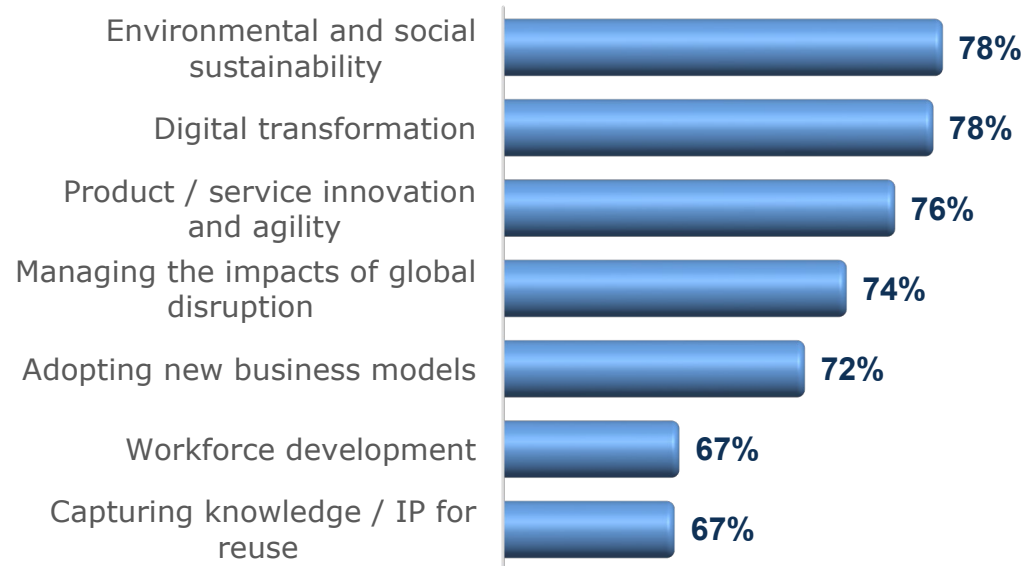
DRIVERS MOST DICTATING SUSTAINABILITY GOALS AND ACTIONS



# Technology Drives Compliance

## IMPORTANCE OF TECHNOLOGY ADOPTION TO PILLARS OF BUSINESS SUSTAINABILITY

- Data intensive
- Closed loop
- Embed in processes
- Technologies, such as PLM, are critical to ESG
- Panel later today



■ Critical or Important

# PLM is the Innovation Backbone

- Tangible benefits of PLM
- Drives operational improvements

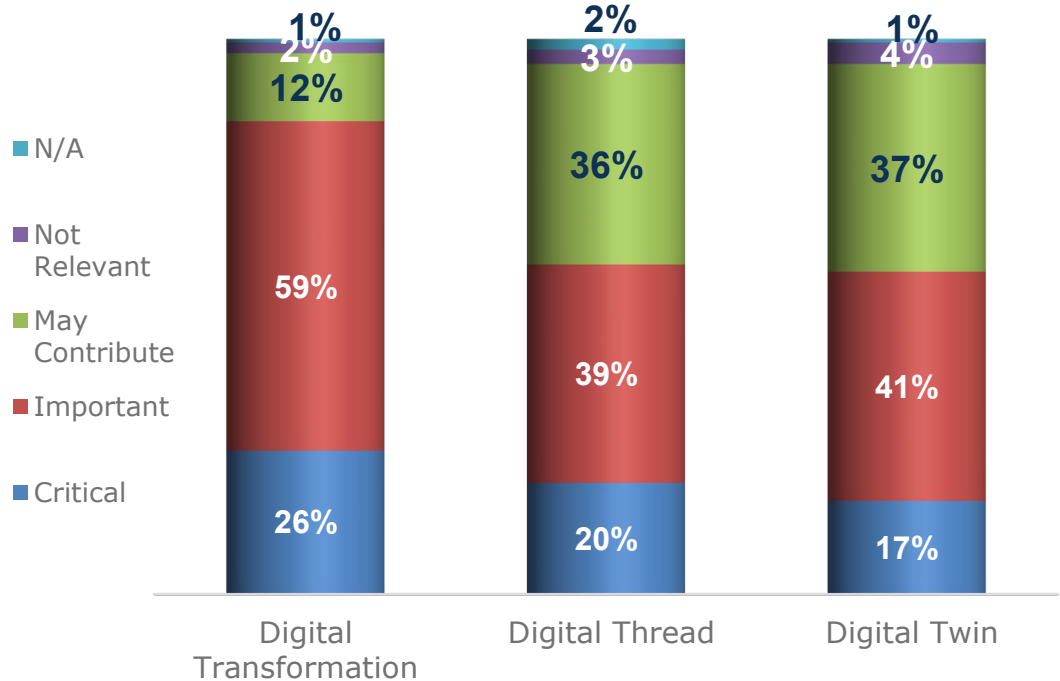
TOP BENEFITS OF PDM / PLM



# PLM Supports Transformation

- Bringing brand owners, manufacturers, and retailers into the future

IMPORTANCE OF PLM TO DIGITAL INITIATIVES



# PLM is an Enterprise Solution

- Not just formulation
- More than data management
- Beyond processes / workflows
- Enterprise scope drives greater value

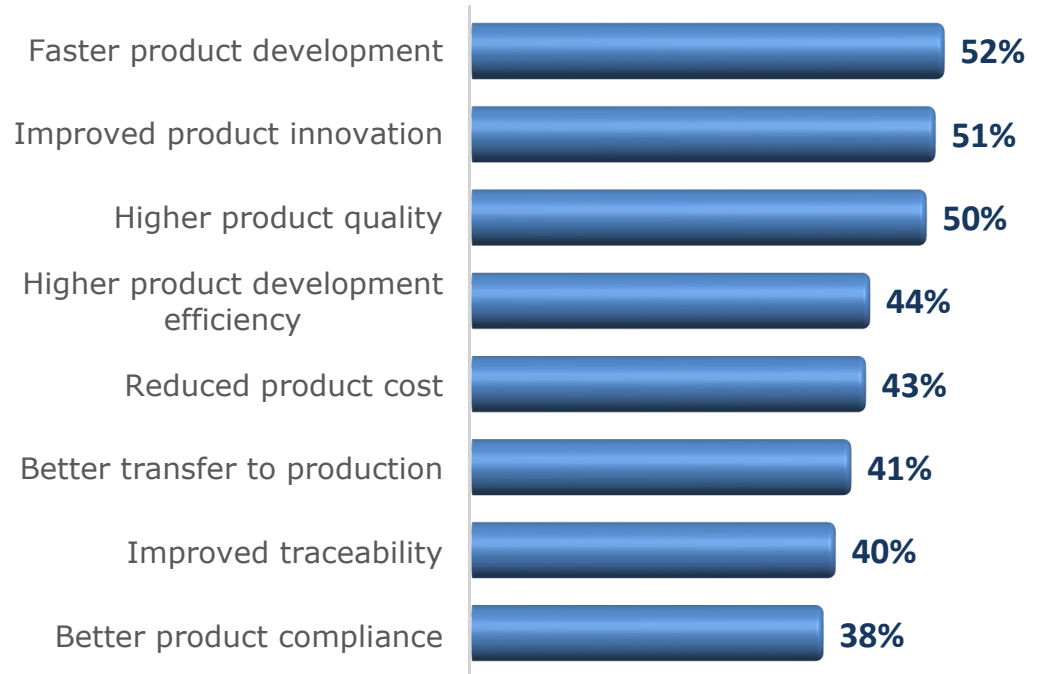
## 4 DIMENSIONS OF PLM EXPANSION



# PLM Drives Business Value

- Top line
- Bottom line
- Operational benefits

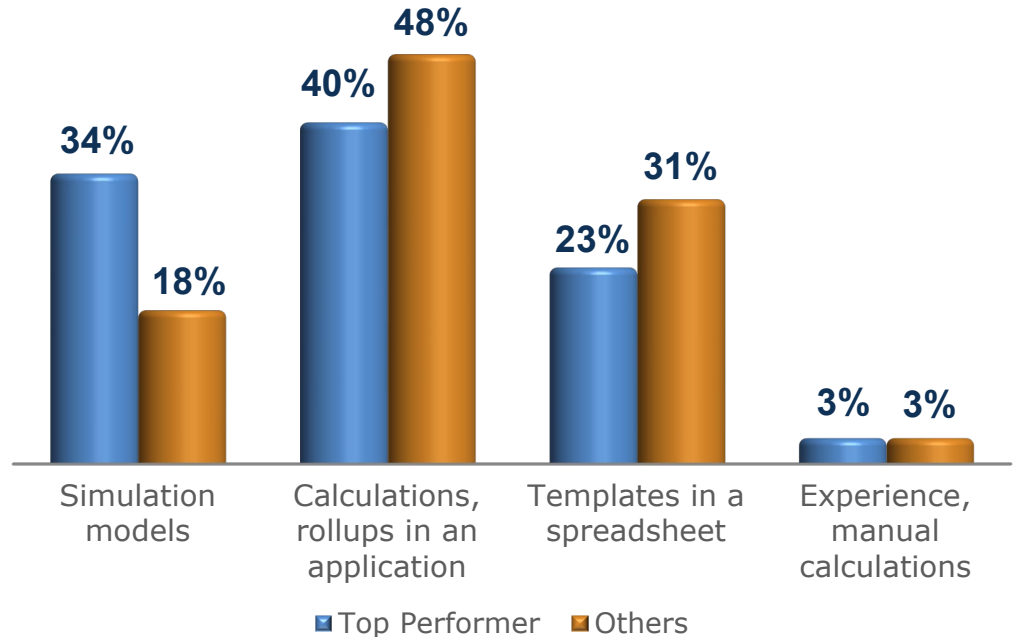
## GOALS ACHIEVED FROM PLM



# New Tech Expands PLM Value

PREDICTING AND OPTIMIZING FORMULA PERFORMANCE BY PERFORMANCE BAND

- Cloud
- AI / ML
- Analytics
- Simulation
- Generative tech
- ...



# Key Takeaways



- Business demands innovation and agility
- Technology is the key to achieving value
- PLM provides value in multiple dimensions
- Companies can get much more from an enterprise view of PLM




How will you use PLM  
to move the needle on  
your performance and  
profitability?



**Tech-Clarity**

# Thank You

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