

WebSphere software



**Build a solid product lifecycle management
e-business infrastructure.**



You've got great ideas. Lots of new technology to evaluate. And you want to gain market share in tough economic times. But whether you're using 10-year-old tools on committed projects—or your second round of trendy software just isn't delivering on your investment—you can't quite move fast or far enough. No matter how you try to shorten your development cycle, the market continues to demand a shorter one. To keep up, you have to find a way get your new products to market even faster. To collaborate effectively with your trading partners and suppliers as you share and develop a common product. All while you reduce costs and increase profits.

To be effective, you must work with everyone along your company's value chain to operate as a single enterprise. Leverage corporate assets. Eliminate redundancies. Reuse knowledge instead of recreating it. And integrate and collaborate more efficiently. Within your enterprise and externally with trading partners and suppliers.



Deliver innovative solutions

Product lifecycle management (PLM) can help your enterprise and your value chain work as one with other companies and business units designing, building and supporting your products. You can spread business processes that previously existed within a single, vertically integrated company across multiple companies as you leverage the strengths of your trading partners and outsource less critical areas. The result? Everyone along your value chain can have the in-depth understanding of the product required to meet your performance, time-to-market and cost objectives. And they can influence and provide innovative solutions early in the development cycle. So you can reduce changes to the product definition, helping to save development time and money.

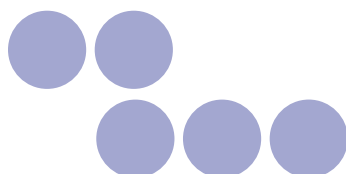
Provide a clear understanding of the intended product characteristics and attributes to stakeholders outside traditional engineering disciplines, so you can better understand the full cost and revenue impact. Assess the impact of design changes from a single screen that brings together the bill of material (BOM), your existing inventory, a preferred supplier name and a 3D model of the parts. All information that exists in different business systems combined to help your team make critical product development decisions. Otherwise, a decision made early in the design process can constrain your ability to market, manufacture, service, support and warranty your product through its lifecycle.

Building a sound PLM strategy means employing a dynamic infrastructure that allows you to create new business processes and leverage existing processes cost-effectively. Bring new products and services to market faster. Create a compelling collaborative experience for each individual—regardless of where the contribution to your product development cycle occurs. Address pertinent business objectives because your IT infrastructure can keep up the pace as business increases.

IBM can help you make it happen. With vision and technological innovation, IBM has led the way in defining and shaping e-business. And IBM and Dassault Systèmes have led the way in defining and shaping PLM. IBM WebSphere® e-business infrastructure software. IBM DB2® data management software. Tivoli® security management software from IBM. Lotus® collaboration and knowledge management software from IBM. IBM @server hardware. And IBM Global Services. Together they put the right tools in your hands to help put your business ahead of the game. Acquire and retain customers. Cut costs. Plan, design, simulate, optimize and build your product—the things you need to do to capitalize on the myriad of opportunities in today's marketplace.

Provide superior tooling, building and delivery capacity

Every step of infrastructure development includes making a choice between a proprietary solution or a solution built on open, industry standards. Open development tools allow you to build, extend and reuse applications based on Java™ 2 Platform, Enterprise Edition (J2EE) technology and WebSphere software. And give you the flexibility to change your technology choices as your business needs change. To better integrate your existing disparate or legacy systems, whether purchased or inherited. The highly visual, large-assembly product configurations of PLM demand both workstation and Web application coverage.





Just as you need the right tools for your manufacturing processes, your PLM infrastructure needs integrated application development tools to allow you to quickly create and deliver integrated applications to users. The IBM WebSphere software platform for e-business—a comprehensive set of award-winning, integrated e-business solutions—exploits new technologies, tools and open standards to let you make the right choices now, and down the road.

Integrate business processes along your product lifecycle value chain

You may be using your e-business platform to find new customers, provide new services and streamline supply chains. But you need to consider how to maximize that platform when change occurs. Business strategies evolve. Your system needs to integrate with those of your management, design partners, suppliers, dealers and service providers. So you can adapt quickly to customer needs and market changes—while maintaining or even improving the quality of existing products. An effective business integration strategy can provide the flexibility you need to deploy optimized, manageable and measurable end-to-end processes. Manage development and simulation of complex products—and business processes—more efficiently. Help reduce costs and time to market. And ultimately build stronger relationships with customers and trading partners.

As e-business continues to drive change across the industrial landscape, you can leverage the same benefits within the PLM domain where the success of your product is truly defined. Consistently deliver synchronized BOMs and product structure information contained across multiple PLM and enterprise applications, so your team can make decisions and design changes according to the latest product configurations. As you implement a winning PLM e-business strategy, you have to align your business processes with your core business objectives. First, understand what's happening throughout your business. Identify ways to improve productivity and chart process performance over time. Then, troubleshoot and fix problems quickly. Capture and reuse best practices across extended enterprise development processes and organizations.

With a business integration solution built on WebSphere and IBM PLM software, you can slash cycle times and costs by reusing existing assets and creating digital mock-ups and custom designs for your new customers. Respond to customer needs faster. Adjust your IT systems to the speed of your business ideas. And help save money as you bring the right products to market—ahead of the competition.

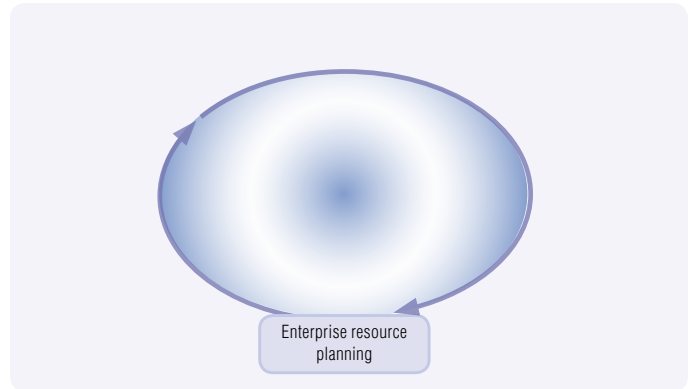
Transform your company from a traditional business into a dynamic e-business. Integrate your product development processes to drive other enterprise processes, like customer relationship management (CRM), supply chain management (SCM) and enterprise resource planning (ERP). Move beyond rigid supply chain models and simple information sharing. Synchronize parts information across a variety of systems within your enterprise—parts classification, PDM, ERP, purchasing and maintenance—so the information can be entered once and is then consistent across all systems. So you can achieve realtime collaboration among employees, trading partners and customers. You can share and reuse a single product definition across all aspects of your enterprise and beyond—to those of your value chain.

The choice is yours

A robust, effective PLM solution is about capturing ideas once and reusing them. Keeping everyone along your value chain in the loop. Leveraging existing assets rather than building from the ground up. Innovating a single part and BOM definition across different enterprise systems. Dynamically making changes among your trading partners. And you can only do it with the right IBM e-business and Dassault Systèmes PLM platform.

IBM PLM solutions include tooling to enhance your infrastructure's reach, integration and PLM application creation—all critical to your growth. And you can enhance revenue growth by increasing your ability to innovate. By shortening product development times and increasing development, build and support efficiency, you can compress time to market and help reduce overall product lifecycle costs. Linking enterprise processes and applications with those of your customers, trading partners and suppliers means you can reuse product and process knowledge. And deliver dynamic collaboration across an

efficiently and effectively throughout the enterprise



PLM business process integration helps you leverage and exploit product information throughout the enterprise.





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