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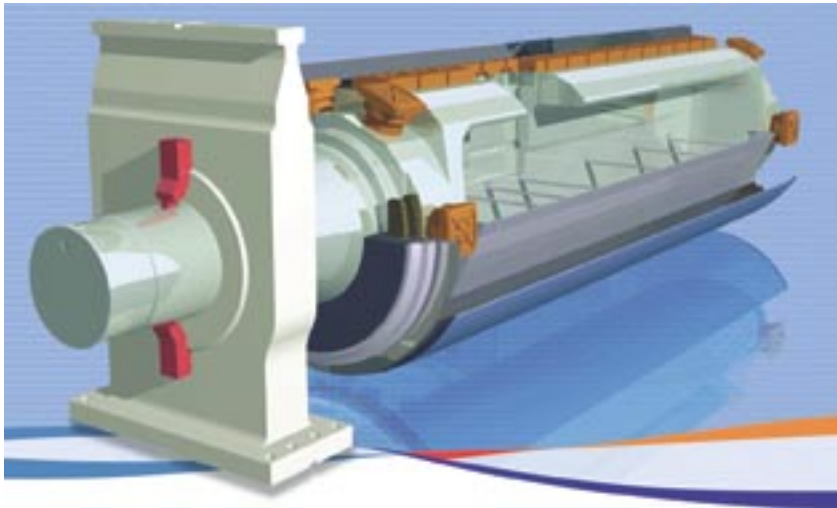
PLM for Industrial Machinery and Mobile Equipment Manufacturers

End-to-end solution to increase competitive advantages and reduce costs

Highlights

■ *Quickly integrate and collaborate with customers and suppliers*

■ *Instantly adjust to rapidly changing market dynamics and marketplaces*

■ *Make faster business decisions through immediate access to knowledge*

■ *Unlock value by integrating legacy applications and databases*

■ *Leverage product visualisation and real-time collaboration within supply chain.*

Adapting to a changing industry

Manufacturers of industrial machinery and mobile equipment can range from small, single location companies to large multinational corporations but they all share something in common. They are in an industry that is facing major changes. They are moving from the days of local competition to the new world of a global economy. Against a backdrop of increased product complexity and costs – the design, development and maintenance of products inside a constantly changing global market impose major challenges for industry productivity and profitability.

Responding to bids and bringing new product to market occupies large amounts of time and capital. Companies want to win more profitable bids and deliver the right product, at the right time, at the right cost. With so many products being

CATIA

ENOVIA

SMARTEAM

built in such a short time, companies have to work smarter. They have to avoid the destructive combination of high development costs, an extended development cycle, lack of innovation and unresponsiveness to customer requirements.

Build to order at lower cost

Customers now demand customised products, but don't want to pay a 'customised price'. Manufacturers therefore need to reduce the cost and time it takes to deliver 'build to order'. In order to do this manufacturers need to rethink the way they have traditionally developed their products. How can they maximise design re-use, leverage the intellectual assets of their company, and parallelise their design and build? Furthermore, how can they manage change and propagate modifications in a more structured way to speed up their development time? To address increased product complexity and meet international standards, organisations must also implement new quality processes, increased product modularity and enhanced certification procedures.

In short, to be successful, manufacturers require enhanced design practices, improved product data management and deeper collaboration between teams and suppliers. Managing products throughout the lifecycle from bid and design to production and maintenance will ensure the delivery of first-to-market advantage, higher quality products and reduced operating costs.

Leverage the customer value chain

Product Lifecycle Management (PLM) is a strategic approach to create and manage a company's product-related intellectual capital, from its initial conception to retirement. PLM improves a company's product development processes and its ability to use product-related information to make better business decisions and deliver greater value to customers.

What companies can achieve with PLM

- **Intelligent mechanical and plant design**
  PLM enables companies to conceptualise, design, prototype and test products faster and more cost-effectively. With IBM PLM, companies can address mechanical as well as plant design considerations.

- **Enterprise-wide collaboration** *One of the greatest benefits of IBM PLM is that product information can be shared in real-time within and beyond enterprise boundaries to enable full collaboration with customers and suppliers.*

- **Data-based decision-making** *IBM PLM delivers integrated product data to support all business processes and stakeholders. This improves decision-making and overall manufacturing productivity and performance.*

IBM PLM provides a collaborative engineering approach that reduces total costs per unit while simultaneously increasing quality. Our solutions capture, retain and adapt the key knowledge and processes in use today into streamlined, collaborative methods of working across the entire product lifecycle.

Why IBM?

Companies select IBM because we can deliver solutions to meet the challenges of world-leading industrial machinery and mobile equipment manufacturers. We also appreciate the key operational business drivers and objectives in this industry. IBM offers the expertise of the world's number one IT services company. IBM employs more than 150,000 service professionals in 160 countries, including more than 1,300 PLM-dedicated experts.

PLM Express Solutions from IBM

PLM Express solutions are designed to bring the value of PLM to companies of all sizes. PLM solutions which have been customised to your industry include CATIA V5 for collaborative product design and SMARTEAM for product data management. PLM Express bundles are available with everything you need to get up and running quickly with your new PLM solution, including your choice of the software, hardware, service and support to achieve the functionality you desire.

Foundation of a new industry

The challenges facing the manufacturing industries are significant but not unachievable. IBM PLM solutions can assist companies in rising to the challenges of a world economy. Allowing them to construct products that harness the latest technologies, open up new markets and increase customer loyalty while improving profitability and market competitiveness.

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