

# CIMdata PLM Leadership

## PLM Basics: A CIMdata E-Learning Course

### Maximizing Your Return on Investment

For more than 30 years, CIMdata has been working in the Product Lifecycle Management (PLM) industry. Our consulting services and research expertise are known around the world for best practice-based content and insight. CIMdata has leveraged its knowledge and experience to create the PLM Basics e-learning course as an integral part of *CIMdata PLM Leadership*—the PLM industry’s most comprehensive non-biased education offering.

CIMdata PLM Leadership is comprised of a set of well-defined, assessment-based PLM education certificate programs, short courses, e-learning courses, and webinars. The e-learning courses are delivered through a series of web-based education sessions, and have been designed to ensure that anyone with an interest in PLM is able to gain a strong understanding of key PLM concepts and industry leading best-practices.

The PLM Basics e-learning course is available to people in industrial companies, PLM solution providers, services suppliers, financial analysts, and others wanting to gain an understanding of PLM. The PLM Leadership suite of programs are offered in a number of different configurations (see [www.CIMdata.com](http://www.CIMdata.com)<sup>1</sup>), including e-learning as described below.

## PLM Basics

CIMdata’s PLM Basics e-learning course leverages CIMdata’s internationally recognized 5-day *PLM Certificate Program for Industrial Organizations and PLM Solution Providers*. This assessment-based certificate program satisfies the main PLM education requirements of enterprises of all sizes. The program also provides primary PLM education to PLM solution providers (i.e., PLM software and services organizations) and their employees who are responsible for marketing, developing, selling, and delivering PLM solutions and associated implementation services. The Private program also provides organizations with a comprehensive series of educational seminars that may be tailored to their specific industry and/or topical needs.

The PLM Basics e-learning course is delivered through three self-paced, on-line educational sessions. Each session is one-hour in duration and is taken at a time that is suited to the individual

participant’s schedule. Each module has a related web-based individual assessment.

Successful completion of the course and associated assessments leads to a *Basic Certificate of PLM Leadership* and 0.3 CEUs.

### ***Benefits of CIMdata’s PLM E-Learning Courses***

- CIMdata’s PLM e-learning courses offer you the opportunity to experience CIMdata’s internationally recognized PLM education programs in a way that easily fits into your workload and schedule.
- Short, self-paced learning modules allow you to get your education when and where it is most convenient.
- Assessments of comprehension are completed after each module and offer participants tangible metrics of educational value.
- The format increases productivity and reduces opportunity cost.
- The course provides an independent learning opportunity.
- It can be accessed at any time and in any place.
- The course eliminates travel costs and time out of the office.

### ***Target Audience***

The target audience for the PLM Basics e-learning course includes, but is not limited to:

- Executives & Managers (industrial companies as well as solution providers)
- PLM program Champions and Sponsors
- Functional Directors (e.g., it, engineering, supply chain, NPD, etc.)
- Business Process Subject Matter Experts
- Project Leaders
- Financial Analysts
- Technical Editors

<sup>1</sup> [http://www.cimdata.com/services/education/plm\\_certificate.html](http://www.cimdata.com/services/education/plm_certificate.html)

- New Hires (industrial companies as well as solution providers)
- PLM Solution Provider Personnel

Additionally, the PLM Basics e-learning course has been designed to be industry independent.

### ***Course Outline***

- An Introduction to PLM
- The Elements of a PLM Solution
- Today's PLM Related Trends & Challenges

### ***Course Delivery***

A senior-level CIMdata consultant will deliver all web-based course materials in English.

### ***Pricing***

The cost to attend this PLM Basics e-learning course is US\$195.

*CIMdata PLM Community Members* are eligible for a discount; please contact CIMdata for additional information. Corporate licenses are also available; please contact CIMdata for additional information.

## **About CIMdata**

CIMdata, an independent worldwide firm, provides strategic management consulting to maximize an enterprise's ability to design and deliver innovative products and services through the application of Product Lifecycle Management (PLM) solutions. Since its founding over thirty years ago, CIMdata has delivered

world-class knowledge, expertise, and best-practice methods on PLM solutions. These solutions incorporate both business processes and a wide-ranging set of PLM-enabling technologies.

CIMdata works with both industrial organizations and solution providers of technologies and services seeking competitive advantage in the global economy. CIMdata helps industrial organizations establish effective PLM strategies, assists in the identification of requirements and selection of PLM technologies, helps organizations optimize their operational structure and processes to implement solutions, and assists in the deployment of these solutions.

For PLM solution providers, CIMdata helps define business and market strategies, delivers worldwide market information and analyses, provides education and support for internal sales and marketing teams, as well as overall support at all stages of business and product programs to make them optimally effective in their markets.

In addition to consulting, CIMdata conducts research, provides PLM-focused subscription services, and produces several commercial publications. The company also provides industry education through PLM Executive Short Courses, seminars, and conferences worldwide. CIMdata serves clients around the world from offices in North America, Europe, and Asia-Pacific.

To learn more about CIMdata's services, visit our website at [www.CIMdata.com](http://www.CIMdata.com) or contact CIMdata at: 3909 Research Park Drive, Ann Arbor, MI 48108, USA. Tel: +1 734.668.9922. Fax: +1 734.668.1957; or at Oogststraat 20, 6004 CV Weert, The Netherlands. Tel: +31 (0) 495.533.666.

# PLM Basics E-Learning Course

## Session Description

**Intent:** The scope of this 3-hour course includes the presentation of today's view and vision of the global PLM market and technologies. The overall intent of the course is to provide a broad overview of the PLM market, including trends and critical elements of success.

### Course Outline:

#### *Session 1: An Introduction to PLM*

- A brief history of PLM and how it has evolved into a strategic business strategy.
- A definition and description of PLM, what it is and how its various components fit together.
- PLM's place in the enterprise—how integrity of information and effectiveness of the organization are linked.
- PLM's expanding reach including portfolio management, requirements management, digital manufacturing, systems engineering, and simulation and analysis.
- Assessment of comprehension.

#### *Session 2: The Elements of a PLM Solution*

- The main features and functions of an enterprise capable PLM solution are defined.
- A description of the functional areas that make up a PLM solution and a discussion of each of them; what they are and how they work, and what they are used to achieve.
- A generic representation of a PLM environment is presented.
- CIMdata's world-class PLM model is described.
- Assessment of comprehension.

#### *Session 3: Today's PLM Related Trends & Challenges*

- A look at the trends and issues that are currently impacting the PLM market, solutions, and implementation strategies as well as PLM's future development and use is described.
- These trends and issues are reviewed with an eye on how they are forcing changes to what PLM is and how it is viewed and implemented.
- How PLM is transforming into an enterprise business platform focused on innovation enablement is described.
- Assessment of comprehension.