



TECHNIA

ADDNODE GROUP

# A QUICK GUIDE TO PLM

Streamline product development and drive  
innovation for a competitive advantage.

EXPERIENCE MATTERS

# PLM – A COMPETITIVE ADVANTAGE YOU CAN'T AFFORD TO OVERLOOK

Markets are moving faster, competition is intensifying, and customers are demanding new products more often.

For most companies, innovation and new product development are key to ensuring future revenue growth.

But, while speed to market is increasingly critical to success, product and manufacturing complexities on an increasingly regulated, global market can really slow product development down.

Industry leaders use Product Lifecycle Management (PLM) to speed up and streamline product development processes to increase profitability, free up resources and drive innovation. It's a competitive advantage that few companies can afford to overlook.

But PLM doesn't end when a new product launches.

PLM is a holistic, automated, connected and streamlined way to manage products from development, and throughout their entire lifecycles, to retirement.

It ensures traceability of products and parts while helping to protect products and brands from the effects of quality issues and product recalls.

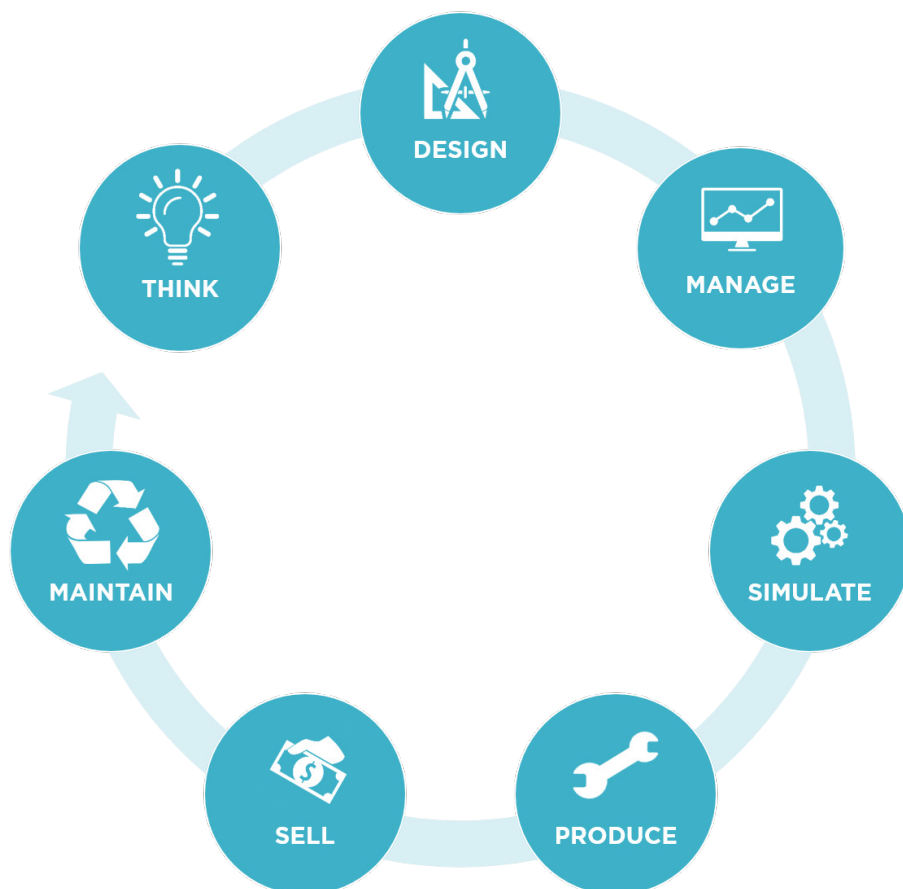
Companies that get PLM right uncover profit-driving advantages that go far beyond product development.

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## WHAT IS PLM?

Product Lifecycle Management (PLM) integrates people, business processes and IT systems to manage products from development and throughout their entire lifecycles:

- PLM supports the entire product lifecycle from idea generation through development, production, launch, product versions and all the way to the phasing out of the product. Processes are streamlined and bottlenecks are removed by making workflows smoother and more efficient.
- PLM supports the creation and management of all the data you need in each of the different phases of the product life cycle, covering information from both the virtual and the physical world. Everything is always up-to-date and centrally available in the correct version.
- PLM cuts across human barriers and systemic barriers, such as departments, disciplines, applications and integrations, to centralise data and make accurate, up-to-date information available to anyone who needs it, whenever they need it, regardless of where they are.



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# WHY PLM?



## 1. Shorten Time to Market

PLM lets design teams work faster thanks to centralised access to real-time data and developments. Regardless of their physical locations, product teams can collaborate as if they were all in a room together. Design impulses can be quickly acted upon which makes the product development process more nimble and, ultimately, drives innovation.

PLM also removes time-consuming inefficiencies like the need to replicate data across different systems, or transfer data from one department and system to another as products progress through development stages. Fewer errors and less rework lead to increased productivity. And the removal of these inefficiencies also frees up product developers to spend more time focusing on innovation.



## 2. Reduce Costs and Accelerate Revenue Growth

PLM drives ROI through speed-to-market improvements, general efficiency gains and specific savings in manufacturing-related costs.

With fewer data errors in the design process ensuring that manufacturing, planning, buying and supply can all work from the correct version of a specification, scrap, excess and rework costs are reduced. Savings on material and component costs are made through the reuse of materials and the consolidation of part designs and suppliers.

Revenue growth is a bigger contributor to profit than cost reductions and PLM is uniquely able to support this growth by facilitating earlier market introduction, and by freeing up resources to drive innovation.



## 3. Safeguard Product Quality

Quality issues, whether big or small, always entail costs and often have further consequences such as erosion of customer confidence and lost sales over time.

PLM can safeguard product quality by making it easy to stay in control of all the details that pertain to products, parts, manufacturing, and compliance.

Cost savings, made by the prevention of quality issues or the reduction of rework, scrap, lost productivity, returns, product recalls, and related legal fees, are often clear and easy to quantify. But damage to the brand and reputation are not so easily quantified, and can be even more detrimental to a business.

# 5 PLM BEST PRACTICES TO GET RIGHT FROM THE START

1

## **Secure executive buy-in**

It's important to have a PLM sponsor and champion at the executive level. The executive sponsor should advocate for PLM and ensure that the program is connected to the overall business strategy and is relevant at the strategic level.

## **Ensure ownership of PLM throughout the Organisation**

Important as executive buy-in is, so too is organizational buy-in. Roles and responsibilities with regard to PLM implementation need to be set out. But more importantly, all parts of the organisation must understand exactly what they stand to gain through PLM implementation.

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## **Choose a PLM approach that closely aligns with your business objectives**

Determine which specific strategic goals can be addressed effectively through PLM. There is little to be won from simply automating existing manual processes. Legacy processes built around the limitations of previous systems are often a patchwork of relevant and less relevant steps. PLM implementation is an ideal opportunity to look over existing processes so as to implement new and better ways of doing business.

## **Build it right from the start & make sure you have room to grow**

Old PLM and homemade excel solutions may be quick, cheap and easy to implement but they don't allow you room to grow. Even if you are unsure of the exact direction that you are going to be expanding in the future, you should choose a solution that can grow with you when you need to. Similarly, it's smart to choose a complete platform solution that allows you to activate various add-ons and extensions as you need them.

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## **Choose a supplier that has relevant experience from your industry**

Every industry has its own challenges so your supplier should have a good understanding of the world you work in, and relevant experience from other companies within your industry. That said, don't overlook suppliers who work with companies across multiple industries. The ability to adapt solutions and take best practices from other industries can translate into unique and innovative solutions that you might not have access to with highly specialized single-industry PLM suppliers.



# IMPLEMENTING CROSS-INDUSTRY BEST PRACTICES

## - How TUI Nordic used PLM to meet customer demand for a more tailored travel product

*"PLM can work just as well for banks, insurance companies, and telecom operators: any company with a lot of products in different combinations."*

*- Peter Ulwahn,  
Head of Product and Purchasing at TUI Nordic*

### The Challenge

TUI Nordic is the biggest tour operator in the Nordic area. As their customers demanded more tailored charter travel products with more options and more information, TUI Nordic needed to be able to keep track of huge amounts of data that was previously contained in various parallel systems and excel sheets.

### The Solution

TUI Nordic implemented a PLM solution called the Travel Product Generator (TPG) to keep track of all the details in their product offerings. All the information is now centralized in one place and is accessible to relevant staff at any time. The solution draws on best practices from other industries that have modular products such as aerospace manufacturing.

### The Results

TUI Nordic is now able to easily create new products that are tailored to more complicated customer demands. Bi-annual travel catalogues have been replaced by 19 releases a year on the web.

TUI Nordic is probably the first travel agency in the world to use PLM.





## SINGLE PLATFORM INTEGRATION

**- How Jula used PLM to help them scale in a period of rapid expansion**

*"We were simply getting too big to continue using spreadsheets alone, and needed a smarter way of working.  
We have thousands of different products to keep track of throughout their lifecycle.  
PLM makes the process faster and much more efficient, helping us reach our goals for continued growth without the need for extra staff."*

**- Magnus Sigurd,**  
Business Development  
Director at Jula

### The Challenge

Jula is a leading DIY (do-it-yourself) retailer and one of Sweden's fastest growing companies. In order to maintain its growth rate, Jula needed a new set of tools for tracking and planning.

### The Solution

Jula implemented PLM with a single platform to integrate its various business systems - including PIM, ERP and CRM - into one streamlined process for managing product information, customer relations, campaigns and suppliers. PLM allows Jula to effectively keep track of more than 14,000 different products, nine own brands, and multitudes of outside suppliers.

### The Results

Jula can now keep track of their products' origins and content while also offering information about product specifications to their customers through both online and in-store channels. The solution also allows Jula to achieve exact timing and minimize storage costs despite planning advertising campaigns up to six months in advance.





GE Healthcare

## SECURING REGULATORY COMPLIANCE

**- How GE Healthcare's PLM system ensures that they are fully compliant in a tough regulatory environment**

*"We shouldn't allow a lot of secondary, stand-alone systems to interfere. Rather, we should try to enrich the capabilities in our main platforms. That is the only way to continue to scale. As the company grows, you can't afford to have 20 systems, but if you have three systems that you focus on, and integrate them wing-to-wing, that's the foundation for scalability and sustainable growth."*

**- Lars Lövestrom Nord,**  
Leader of Life Sciences PLM  
at GE Healthcare

### The Challenge

GE Healthcare offers products and services for improving productivity in healthcare, making it possible for healthcare providers to better diagnose and treat conditions such as cancer, Alzheimer's and cardiovascular disease. Since GE Healthcare is a pharmaceutical supplier, they have a complex regulatory framework to adhere to on all markets.

### The Solution

GE Healthcare has recently upgraded their PLM platform Magic to ensure that they are able to fully meet the requirements of authorities such as the US Food and Drug Administration and the European Medicines Agency.

### The Results

The upgrade means that GE Healthcare now has a system that offers better access control to ensure that information is only accessible to users who are authorized to access it. This is particularly important since the technologies GE Healthcare works with could potentially be used by someone trying to produce a biological weapon such as anthrax bacteria, for example.



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# ABOUT TECHNIA

At TECHNIA, we pave the way for your innovation, creativity and profitability. We combine industry-leading Product Lifecycle Management tools with specialist knowledge, so you can enjoy the journey from product concept to implementation.

Our experience makes it possible to keep things simple, personal and accessible so that together we transform your vision into value. With over 30 years' experience, more than 6000 customers worldwide and world-class knowledge in PLM & Intelligent Engineering, we work together as a true partner and extension of your team to create an exceptional PLM experience.

Our 680 people strong team work from 32 locations around the world, across vertical industries, delivering a premium service with a global infrastructure and a local presence. We adopt the latest technology and agile methodologies so, even as technology changes, our relationships last a lifetime.

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