

# IBM PLM Enterprise Integration Executive and Capability workshops

*Supporting business transformation for improved performance*



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## Highlights

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- ***Provides flexible, modular and customisable workshops***
- ***Explores the vision and business value of Enterprise Integration, providing the business justification and roadmap for implementation***
- ***Shows clear linkage between business drivers and enablers to support enhanced business performance***
- ***Includes a Capability and Needs Assessment, allowing an estimation of the company's abilities against a benchmark database.***

### **Business transformation**

IBM Product Lifecycle Management (PLM) Enterprise Integration (EI) is a set of practices and enabling technologies and advanced usage practices designed to facilitate true business transformation.

Successful business transformation can benefit many areas of an organisation. As a result, it is essential that a company's executives are educated on the business and financial potential of such change to fuel a company's commitment to a transformational roadmap, partnered with IBM.

### **Customised executive and focused workshops**

IBM PLM EI workshops provide flexible, modular and customisable sessions focused on a company's unique requirements. Workshops last between one and eight hours. An EI workshop agenda opens with a focus on the industry trends and concerns directly impacting the collaborative integration strategy within a specific company.

Additional modules address:

- *Enterprise integration vision*
- *Enterprise integration business value*
- *Enterprise integration roadmap.*

Each workshop is designed to ensure that the key business drivers are tied to key business enablers that can address these drivers.

### **Benchmarking success**

The IBM PLM Executive Quick Assessment uses a tested benchmarking framework as the background for an executive team to quickly estimate its company's abilities against key EI functional practices.

The company can compare its status against a benchmark database containing many of its industry partners and competitors.

## Overview of modules

IBM PLM EI workshop modules include:

**1. Industry snapshot** – This module is designed to highlight the industry trends relevant to a specific executive audience exposing key business challenges and the required responses. The initial focus is on macro-level business concerns. These are filtered down to the company's operational concerns to provide a link to the technology enabled transformational discussions.

**2. Enterprise integration vision** – Enterprise integration solution case studies go beyond efficiency gains arising from localised task automation, and the replacement of serial processes with concurrent activities. Task accelerations are accomplished through new modules and expansion of the personal productivity tool base.

Process concurrencies are achieved by eliminating dependencies between work task outputs through stricter data and workflow management techniques.

This module examines how EI can broaden this vision to achieve additional business returns through:

- *Shifts in process effectiveness*
- *Increased re-use of corporate intellect*
- *Improved product quality*
- *Reduced post-market costs*
- *Innovation for increased revenues.*

Key industry pains and goals will be linked to these notions of change.

**3. Enterprise integration business value** – IBM has developed a cost and benefit model to illustrate the primary technology-enabling building blocks that work together to deliver EI.

This module focuses on the transition from transformational to technology enablers, revealing the unique nature of the EI architectural vision, and building the case for a new technology paradigm. For each benefit, a use and business value will be revealed. There will also be a discussion of the synergy generated by the implementation across the extended enterprise.

**4. EI roadmap** – This module covers the steps required to achieve the transformational changes described in the previous modules. It will reveal a unique approach to meeting a company's specific business-driven requirements, and is configured to realise holistic advances against key EI functional building blocks. There will also be discussions of IBM Services Oriented Architecture (SOA) methods.

The EI executive workshops are designed to support a clear understanding of the value of enterprise integration to improve business performance.

### For more information

Please contact your IBM Representative, IBM Business Partner or visit the IBM PLM Web site at:

**ibm.com/solutions/plm**



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