



IBM Product Lifecycle Management Express Advantage for industrial machinery and mobile equipment

Improve market response, agility

Now small and midsize industrial machinery manufacturers can gain many of the same advanced product lifecycle management (PLM) functionalities that leading companies around the world rely on to remain competitive. Completely integrated design, analysis and production processes can lead to shorter time-to-market, cost reductions and increased quality.

At the forefront of product lifecycle management

Product lifecycle management is a strategic approach to create and manage a company's product-related intellectual capital, from its initial conception to retirement. Previously viewed as only affordable to large enterprises, the IBM Product Lifecycle Management Express Advantage now extends this approach to smaller industrial machinery and mobile equipment manufacturers, offering:



- PLM technology bundled and designed for midsize companies and their suppliers.
- Affordable financing terms and the flexibility of payments only for the functionality you require.
- Global access to dedicated PLM support.

Product development process overhaul

IBM Product Lifecycle Management Express Advantage can help your company create an environment for increased innovation and accelerated product development. Your company is smaller, and that means you're more flexible to market changes. Are you able to support those changes? IBM has packaged a solution to help you better leverage your flexibility by capitalizing on the PLM experience of larger manufactures.

Here's what you can achieve with our solution:

- Gain better design and engineering productivity through the reuse of designs and a more collaborative working environment.
- Enhance integration with suppliers and provide project managers with a more accurate view of product development.
- Develop manufacturing processes that adhere to the appropriate quality, company, industry and international standards.
- Complete more bids faster by streamlining the bidding process to allow easy modifications and adaptation of proposals.
- Support post-manufacturing maintenance and adaptation, so when changes are needed to an existing product, they can be performed easily and quickly, and communicated throughout the supply chain.

IBM PLM yields proven returns

The value of the Product Lifecycle Management Express Advantage —industrial machinery and mobile equipment on your bottom line is clear.

- Increase revenue potential by optimizing product development processes—eliminate costly design changes, increase collaboration, and reduce design and manufacturing lead times.
- Spend less time and resources on the bidding process through the ability to leverage other plans—manage more bids, get more proposals out the door and thereby achieve a higher rate of success.
- Increase service revenues and profits by enhancing maintenance and adaptation support—become more in tune with your products to perform more predictive maintenance and provide better service to your customers.

Improve market response, agility

Now available for midsize manufacturers, the IBM Product Lifecycle Management Express Advantage of solutions provides an array of proven product lifecycle management (PLM) capabilities at an affordable price. Capture and reuse designs and intellectual capital to increase innovation and quality. Leverage advanced tools for collaboration

and design to streamline product development and the bidding process.

At the forefront of product lifecycle management

Larger industry players have been deploying Product Lifecycle Management solutions for many years. The IBM Product Lifecycle Management Express Advantage allows you to capitalize on their experience.

- IBM PLM solutions have proven instrumental in capturing, managing and sharing corporate know-how and best practices.
- We possess a comprehensive and integrated solution portfolio, and have implemented more than 10,000 successful PLM solutions around the globe.
- IBM PLM solutions have become the standard in the automotive, aerospace and rail industries for OEMs, supply chain partners and suppliers.

Elevate design processes to best design practices

IBM Product Lifecycle Management Express Advantage can offer your industrial machinery and mobile equipment company the ability to accelerate the mechanical engineering process from initial concept to functional verification. Our solution directly addresses many of the everyday challenges facing your assembly operations:

- Respond faster to RFPs and RFQs.
 - Manage and draw on machine configuration data—eliminating the need to start from scratch each time.
 - Enable on demand customization and integration of the requirements into the machine mock-up, and determine machine performance estimates.
- Reduce cycle times for custom, build-to-order projects.
 - Create part and component templates for fast access to previous designs.
 - Leverage virtual mock-up analysis to detect errors earlier and avoid late iterations.
- Facilitate increased product mass customization.
 - Integrate quality and safety standards and rules to achieve product validation the first time.
- Improve collaboration across the enterprise and throughout the supply chain.
 - Share designs, requirements and other data in real time, cultivating cooperation and continuity between teams,

suppliers and business units in other locations.

- Become better equipped to maintain products through the entire lifecycle.
 - Anticipate and rapidly respond to marketplace demands and customer needs by increasing the rate of product innovation, while lowering the cost and time required for making modifications.

Companies join forces to power the future

Automatic Systems, a world leader in access control and pedestrian and vehicle security recently selected IBM and Dassault Systèmes for a project involving equipping the Singapore subway. After consulting about ten different companies for a complete overhaul of its 3-D design systems, Automatic Systems chose CATIA V5 and EnoviaSmarTeam.

Thanks to EnoviaSmarTeam, the company will be able to share data between the group engineering and design offices, but also within internal departments abroad. In time, this system will be applied in all group departments and subsidiaries.

According to Automatic Systems, the user-friendliness and powerful functionality of CATIA, its kinematics module to simulate mechanisms in particular, and the possibility to integrate electronic elements, made all the difference.

IBM PLM yields proven returns

Low-margin markets need to minimize development costs. The IBM Product Lifecycle Management Express Advantage can accomplish this by increasing worker efficiency, reducing re-work, accelerating propagation of changes throughout the design, and using virtual rather than physical prototyping. Research indicates that the value of PLM best practices can be significant*:

- Engineering change—90% faster
- Materials sourcing—2-5% materials savings
- RFQ response—60% faster
- CTO/ETO order errors—90% lower
- Documentation—80% cost reductions
- R&D waste—2% of total R&D spend

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Armonk, NY
10504 U.S.A.

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