IBM

Portfolio Management and Technology Platform

Accelerating Market-Driven Product Development and Configuration

• **Masters the development of complex, global technologies in a co-opetition (cooperative competition) environment**

• **Rapidly adjusts and enlarges the product portfolio in reacting to changes in market needs**

• **Increases the appeal of product offers by adapting state-of-the art Technologies**

• **Reduces product development cycle, costs and risks by reusing proven and standardized Technologies**

• **Increases market acceptance and customer satisfaction by ensuring that all requirements are delivered in product and services offering**

• **Reduces unnecessary work by ensuring that only validated configurations are created and Communicated**

• **Optimizes R&D investment and return on assets**

Industry Business Drivers
No industrial sector has penetrated our way of life more than electronics. Electronics are becoming more and more pervasive as a common enabler across industry sectors and a key driver for innovation. Every day we discover that electronic systems have entered a new industry segment, driving the market differentiation of a new product. High-Tech and other companies that manufacture electronic components are facing top-level business drivers such as shorter product lifecycles, fewer resources, or the integration of global design, manufacturing, and test teams.

In the High-Tech industry, Moore's law continues to drive exploding number of new technologies and products. Managing product portfolios to support exponentially increasing customer demands has become more complex. Organizations must adapt themselves to this new level of complexity by getting the best ideas from the marketplace and make products that meet customer needs.

Traceability from ideation to product delivery and obsolescence is of strategic importance for companies to maintain customer satisfaction and growth in market share.

The Solution
As part of IBM's comprehensive Product Lifecycle Management (PLM) V6 solution, the Portfolio Management and Technology Platform solution enables High-Tech organizations to establish efficient product management procedures throughout the New Product Introduction (NPI) process. The solution's robust requirement management capabilities facilitate the capturing and processing of the Voice of the Customer (VOC) and compliance requirements to help ensure that products meet market needs. IBM provides High-Tech companies with the tools and a collaborative environment to efficiently manage the product portfolio and technology strategy

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while optimizing Research & Development (R&D) investment. Building generic product structures across product lines and establishing a library of standard features help increase product variability by allowing features to be adapted to different markets. The Portfolio Management and Technology Platform solution helps High-Tech companies evaluate design feasibility of new product configurations to maximize product success while finding the right balance between reuse and variability.

The Portfolio Management and Technology Platform solution enables engineers and product managers to establish a proposed set of features representing the customers' view of product capabilities prior to the availability of an actual technical solution. Designs, functionalities, and test specifications are tracked for each new product feature. As the product goes through the development cycle, crucial changes to product specification can be conducted swiftly and communicated to all product development stakeholders. As a result, companies benefit from "Design-for-Requirement" flexibility with end-to-end traceability that help assure that as-Shipped products meet customer expectations.

IBM's PLM system provides product and marketing managers with the ability to define product lines and models of all currently available and future products. Marketing messages, names and images can be associated with each product line and model. The managed marketing information can be automatically used to populate public websites and product catalogs, making it easier to promote the products.

The solution gives the flexibility to create new Key Performance Indicators (KPIs) and user configurable dashboard views for ease of maintenance and rapid reaction to changing business models. By giving management real-time visibility to product portfolio development status, critical go/no-go decisions can be made before resources are deployed and costs incurred. The Portfolio Management and Technology Platform solution helps High-Tech companies master the development of complex, global technologies in a co-opetition (cooperative competition) environment where the OEMs and suppliers are collaborating and competing at the same time. It increases the appeal of product offers by adapting state of the art technology while reducing product development cycle, costs and risks by re-using proven and standardized technologies.

The Portfolio Management & Technology Platform solution integrates the following sub-processes:
• Customer Needs Management
• Portfolio Definition
• Architecture Definition
• Product Configuration
• Dashboard Monitoring

The Portfolio Management & Technology Platform solution is supported by the following products:
• ENOVIA® 3DLive
• ENOVIA® Requirements Central™
• ENOVIA® Variant Configuration Central™
• ENOVIA® Variact Configuration Experience
• ENOVIA® Engineering Central™
• ENOVIA® Live Collaboration
• ENOVIA® Live Collaboration for Workgroups

For more information contact your IBM Representative, IBM Business Partner, or visit the IBM PLM Web site at:

ibm.com/software/plm