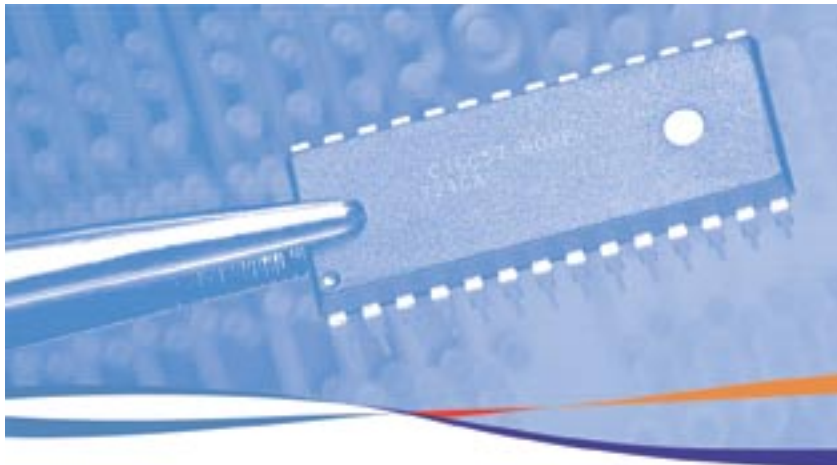


Product Lifecycle Management in the Electronics industry

Reduce development costs and time-to-profit



Key Benefits

- **Reduce time-to-profit**
- **Lower product development costs to increase margins**
- **Create high-quality products**
- **Enable worldwide collaboration**
- **Improve integration with supply chain and minimise inventory write-off**

New rules, new ways to win

There are major changes happening within the electronics industry. Today, the speed at which entire generations of technology become obsolete is forcing companies to get products out of the lab and into the market as quickly as possible. Customers demand innovation, so manufacturers regularly write-off large portions of their unwanted inventory.

Product obsolescence and continuing downward pressure on profit margins are hurting the profitability of consumer, industrial and component

“Our PLM environment gives us the capability to see major cost reductions, increased product development and the opportunity to use the Internet to integrate with our worldwide partners”

Carlos Rodrigues, IT Manager, Gnatus

electronics manufacturers alike. To thrive in this new world, they need new rules and new ways to win. They must manage products throughout their lifecycle to reduce costs, secure first-to-market advantage and minimise inventory write-offs.

Unlimited possibilities

IBM Product Lifecycle Management (PLM) offers the electronics industry enhanced processes for product design, planning, quality assurance and cost reduction. PLM is a strategic approach to creating and managing a company's product-related intellectual capital, from initial concept to retirement. It improves design processes and enables companies to exploit product-related information

to make better business decisions and deliver greater value to customers. PLM provides a bridge between the worlds of product design and management.

The IBM story

With PLM, IBM has successfully cut the number of abandoned projects from 25 percent to just one percent over an eight-year period. It has also increased part re-use from two percent to 59 percent, which helped cut the number of unique components it needed from 540,000 to 250,000. These measures helped IBM turn an \$8 billion loss into an \$8.4 billion profit.

What companies can achieve with PLM

- **Faster product design.**
PLM enables companies to conceptualise, design, prototype and test products faster and more cost-effectively. With PLM, companies can embrace innovation and enterprise-wide efficiency
- **Enterprise-wide collaboration.**
One of the greatest benefits of PLM is that product information can be shared in real-time within and beyond enterprise boundaries to enable full collaboration with customers and suppliers
- **Integrated business processes.**
PLM delivers integrated product data to support all business processes and stakeholders. This improves decision-making and overall enterprise productivity and performance.

Why IBM?

Companies select IBM because we are one of the world's leading electronics design and manufacturing companies. We fully appreciate the key operational business drivers and goals within the industry. IBM offers:

- Expertise of the world's number one IT services company. IBM employs more than 150,000 service professionals in 160 countries, including more than 1,300 PLM-dedicated experts. With IBM, you don't just receive the services of one team, you gain access to a global PLM resource.
- Best-of-breed applications. The 20-year partnership between IBM and Dassault Systèmes is the world's biggest engineering software development group. Our leading solutions include CATIA, ENOVIA and SMARTEAM.
- Market-leading middleware. IBM provides a full-spectrum of integration technologies, such as IBM WebSphere, IBM DB2, Lotus and Tivoli.

Foundation of a new industry

The challenges facing the electronics industry today can be overcome. With the support of IBM, companies can embrace a smarter approach to design, management and manufacturing.



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