IBM

IBM Product Lifecycle Management Services

for Virtual Product Innovation assessment and
Virtual Product Innovation roadmap

Highlights

■ ***Helps your enterprise become a world-class company***

■ ***Focuses on product development processes to potentially increase revenues and lower costs***

■ ***Determines areas of needed improvement***

■ ***Outlines action steps for implementing meaningful change***

Transforming your enterprise into an industry leader

"Rapidly changing" is the best way to describe today's business environment. While product cycles and prototype times are decreasing, the window of opportunity and duration of exclusivity for a new product are shrinking. At the same time, customer expectations are higher, especially in the areas of quality, reliability and cost. Companies need to focus on transforming critical processes, such as new product innovation, in order to compete effectively.

IBM Product Lifecycle Management Services for Virtual Product Innovation assessment and Virtual Product Innovation roadmap can help your enterprise become an industry leader. The people of IBM can aid you in developing world-class practices and strategies, designed to help your organization boost revenues, decrease costs and improve performance.

Virtual Product Innovation (VPI) involves the creation and use of realistic computer simulation of a product from first concept through product recycling. The process uses a digital model that includes functionality to support engineering and production. The objective of VPI is to support world-class product development by optimizing cycle time, cost and quality.

IBM Product Lifecycle Management Services for Virtual Product Innovation assessment will provide a detailed evaluation of your enterprise's implementation of VPI. Your performance is judged against that of others in your industry to identify areas that need improvement. With this information, your information technology (IT) executives can determine where to spend necessary dollars in order to survive competitive threats, increase responsiveness, take advantage of new opportunities and take steps toward becoming a leader in your industry.

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Following a VPI assessment, IBM Product Lifecycle Management Services for Virtual Product Innovation roadmap will introduce an improvement strategy designed to move your enterprise to a more mature level. A rigorous cost-benefit analysis and examination of business capabilities are linked to key resources within your company that can successfully spearhead change. The strategy prioritizes deployment steps in light of your company's product plans, its budget, the overall significance of the intended outcome and how capable your internal resources are of enacting difficult changes. This action plan will provide critical assistance in deciding the most effective way to implement VPI in your company.

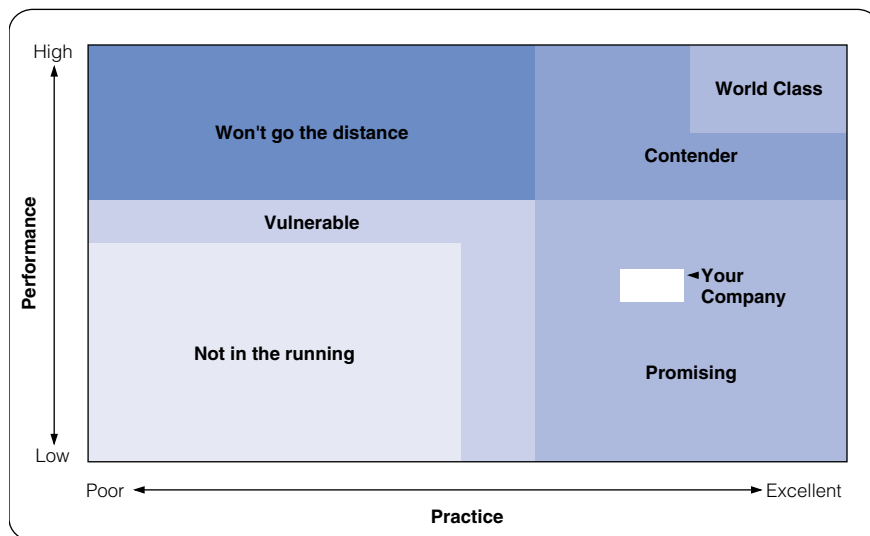## Instilling your company with world-class capabilities

World-class companies are those that achieve both best practices within their industries and high performance. VPI assessment was originally developed by IBM and the London Business School to investigate and measure how companies achieve world-class performance through the use of best practices. With IBM Product Lifecycle Management Services for Virtual Product Innovation assessment and Virtual Product Innovation roadmap, companies can gain an understanding of what is required for them to become truly world-class leaders in their respective fields.

Implementing processes that build revenue while reducing costs

VPI assessment will examine how your company approaches new product development in terms of people, business and knowledge management; process definition and scope; lifecycle management; extended enterprise and best practice. This exhaustive review also takes into account your digital mock-up application and use, IT infrastructure, and product and process data management. The people of IBM will then develop a roadmap for your company with the detailed, specific steps required to fully implement VPI.

By using VPI assessment and VPI roadmap to improve your VPI environment, you can more quickly develop the right products at a lower cost.

Overall Practice Versus Performance

VPI assessment benchmarking measures your company's position in the overall market space. Your current processes are compared to the best practices and performance of competing firms. After definitively determining your company's position, VPI roadmap details the actions required to move from where you are today toward a world-class leadership position. In this example, your company falls within the "promising" sector, and is challenged with improving performance to rise to the level of world-class.

Better products can build and sustain customer loyalty, potentially adding to your revenue base. Fully implementing VPI will allow you to take advantage of new opportunities and develop a leadership role in your industry.

Examining where and how to substantially improve practices and performance

Benchmarking is the systematic and continuous process of measuring an organization's business processes against those of leaders in those business processes worldwide. VPI assessment will provide a benchmark to measure your company's VPI performance and practice against that of other companies in your industry. Benchmarking also reveals how effectively your organization is employing its IT tools in computer-aided design, manufacturing, digital mockup and product data management. With this assessment and your roadmap, your IT executives can decide where to spend needed dollars and what actions to take to directly improve VPI implementation and related product development.

Defining specific strategies to induce significant and lasting change

Your assessment benchmarking study will provide you with quantitative evidence and rapid feedback as to your current market position in terms of VPI. The benchmarking conclusions and recommendations supply your company with solid justification for proceeding with the work required to become world-class. After your assessment is complete, your roadmap details specific action steps and timelines to improve your company's implementation of VPI—and your movement toward world-class standing.

Establishing a successful path toward market leadership

With IBM Product Lifecycle Management Services for Virtual Product Innovation assessment and Virtual Product Innovation roadmap, your company will receive a defined plan for becoming world-class. By improving performance and implementing Virtual Product Innovation, your company will have the potential to increase revenues, lower costs and become a market leader in your field.

IBM Product Lifecycle Management Services Group provides global consulting and systems integration. Our team is focused on CATIA and ENOVIA products and other product lifecycle management systems for industries such as automotive, aerospace/defense, electronics, fabrication/assembly and other manufacturing companies producing highly engineered products. Other offerings from PLM Services include implementation for CATIA, ENOVIA V5 LCA and VPM, CAD Data Exchange Services, enhanced support and other Virtual Product Innovation consulting services.

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