

IBM PLM Relational Product Development executive workshops

Supporting business transformation for improved performance



Highlights

- ***Provides flexible, modular and customisable workshops***
- ***Explores the vision and business value of RPD, providing a business roadmap for implementation***
- ***Shows clear linkage between business drivers and enablers to support enhanced business performance***
- ***Includes an optional high level assessment, allowing the estimation of company abilities against a benchmark database.***

Business transformation

IBM Product Lifecycle Management (PLM) Relational Product Development (RPD) is a set of product development 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 workshops

IBM PLM RPD executive workshops provide flexible, modular and customisable sessions focused on a company's unique requirements. Workshops last between one and eight hours.

An RPD executive workshop agenda opens with a focus on the industry trends and concerns directly impacting the product development strategy within a specific company. Additional modules address:

- ***RPD vision***
- ***RPD business value***
- ***RPD 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 optional 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 RPD domains. The company can compare its status against a benchmark database containing many of its industry partners and competitors.

Overview of modules

IBM PLM RPD executive 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. RPD vision

Traditional engineering solution case studies focus on efficiency gains arising from 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 RPD 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. RPD business value

IBM has developed a four pillar model to illustrate the primary technology-enabling building blocks that work together to deliver RPD.

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

4. RPD 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 RPD building blocks. There will also be a discussion of IBM RPD methods.

The RPD executive workshops are designed to support a clear understanding of the value of implementing RPD 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



IBM Eurocoordination

Product Lifecycle Management
Tour Descartes
La Defense 5
2, avenue Gambetta
92066 Paris La Defense Cedex
France

The IBM home page can be found at ibm.com

IBM, the IBM logo, ibm.com and the On Demand Business logo are trademarks of International Business Machines Corporation in the United States, other countries, or both.

Other company, product and service names may be trademarks, or service marks of others.

Any reference to an IBM product, program or service is not intended to imply that only IBM products, programs or services may be used. Any functionally equivalent product, program or service may be used instead.

This publication is for general guidance only. Information is subject to change without notice. Please contact your local IBM sales office or reseller for latest information on IBM products and services.

Photographs may show design models.

© Copyright IBM Corporation 2006.
All Rights Reserved.