



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

[ibm.com/solutions/plm](http://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](http://ibm.com)

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

CATIA® and ENOVIA® are registered trademarks of Dassault Systèmes.

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.

IBM does not represent or warrant that its products or services ensure compliance with laws. Clients are responsible for compliance with applicable securities laws and regulations, including national laws and regulations.

Photographs may show design models.

© Copyright IBM Corporation 2006  
All Rights Reserved.

## IBM PLM Relational Product Development

*Realising the full value of PLM*



### Customisable RPD implementation process phases include:

#### Executive workshops

- Educates a company's executive team on the RPD value and process
- Provides flexible workshops built around specific industry requirements.

#### Capability and needs assessment

- Assesses a company's capability against a standardised framework
- Includes executive interviews, data gathering and consolidation, and analysis of requirements

#### Strategic roadmap

- Develops a PLM strategy roadmap linking PLM initiatives to company business objectives and metrics, including return on investment (ROI) calculation.

#### Technology roadmap and implementation plan development

- Develops a detailed company solution design and delivery plan, including role-based, in-depth RPD education
- Configures and customises applications in a controlled customer environment to validate technical feasibility and ROI assumption
- Defines scope of work, project planning, responsibilities and deliverables.

#### Integrating PDM solutions

- Develops tailored use cases in support of integrated multi-CAD and multi-PDM environments
- Delivers integration services and deployment support for Services Oriented Architecture integration and/or point-to-point integration.

#### Training and implementation

- Moves project into production with a user base roll-out
- Uses milestone assessments to monitor progress and identify problem areas
- Develops process methodology material in support of RPD.

### Growing to succeed

Today, more and more businesses are realising that the key to success is growth. That growth must be fuelled by innovation – bringing new products and services to the marketplace.

However, the path to achieving innovation is not always clear. Innovation is a process that must be managed if the end objective of profitable growth is to be achieved.

### Managing innovation

IBM Product Lifecycle Management (PLM) and Dassault Systèmes have combined to deliver capabilities to successfully manage product innovation. Specifically, these capabilities allow a company to:

- **Respond** to marketplace changes, quickly adapting to variations in demand, supply, pricing and customer preferences
- **Integrate** employees, partners, suppliers and customers to enhance workgroup productivity through improved data access and information sharing
- **Drive** competitive differentiation to accelerate the development and delivery of new products and services.

### IBM PLM Relational Product Development

The cornerstone of these PLM capabilities – and the key to achieving the full potential of PLM – is IBM PLM Relational Product Development (RPD). This solution comprises a set of product development technologies and advanced usage practices designed to facilitate true business transformation.

IBM PLM RPD is based on the IBM PLM solutions suite developed by Dassault Systèmes, comprising CATIA Version 5 (V5) and ENOVIA VPM V5. Together these tools, along with integrations to enterprise business systems, enable a company to create and manage its intellectual capital.

Intellectual capital is much more than a collection of CAD files stored and controlled in a Product Data Management (PDM) vault. It is a web of intelligent, dynamic and interrelated product information that must be managed in such a way that it can be assessed, combined and reused throughout the product development process. IBM PLM RPD combines the capabilities of CATIA V5 and ENOVIA VPM V5 to achieve this goal.

### Supporting collaborative design

CATIA V5 provides digital product definition and simulation capabilities. ENOVIA VPM V5 delivers the unique capability of mastering the relationships and constraints that can exist in any product. Combined, these tools enable multiple designers to work concurrently on parts within the same configuration in full 3D, either in the context of the assembly or the complete product that is being created.

Information may be maintained and accessed at all stages of development, irrespective of the level of product complexity, the integrity of the relationships or the depth of the specification. The technology successfully leverages the richness of the product knowledge, while supporting concurrent design.

### Optimising the PLM investment

The value of PLM cannot be realised through technology alone. Companies need to adopt a holistic approach to the improvement strategies to optimise their PLM investment. Such an approach must address the fundamental business, process and system changes required.

IBM knowledge, industry experience and proven thought leadership enables a company to maximise its investment. The complete IBM PLM RPD solution includes tested deployment methodologies, proven tools for solution optimisation, customer specific roadmaps, and implementation and integration assistance.



### The benefits of RPD

IBM PLM RPD provides unprecedented capability and flexibility to enable a company to take full advantage of its PLM investment. With RPD, companies can:

- Achieve a faster time to market, capturing market share and profit margin at the onset of the product lifecycle
- Create and access realtime, accurate product information for quick and informed decisions
- Reduce development cost to ensure product pricing is aligned with market expectations
- Improve product quality to enhance fit, form and function and to avoid scrap, rework and obsolescence.

With IBM PLM RPD, a company can bring together the right technologies and business processes to reach new levels of business performance.