

## IBM PLM Relational Product Development

*Realising the full value of PLM*



### **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.



For more information contact your IBM Representative,  
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