PLM Resolutions for 2014

by Jordan Reynolds

PLM (product lifecycle management) has the potential to help transform innovation results by connecting people, processes and data involved with product development. But to maximize its strategic value today, it needs to do more. Here are some capabilities I challenge the PLM community to embrace as resolutions for the New Year.

Cloud Service
Users should be able to simply register and login. This would help eliminate implementation, maintenance and infrastructure costs.

Integration with Customers on the Front End
More connectivity to e-commerce platforms, order processing and CRM systems will bring customers into the product lifecycle.

Social Integration
True design collaboration connects products to the people who are working on them. While we're at it, let's align the network between engineering skills and product requirements.

Configuration Intelligence
We need an integrated rules engine. This engine should be configured with dependencies and constraints that allow for programmatic BOM generation from customer specifications.

Connectivity Standards
How about a Codex of PLM Openness - a universal, industry standard protocol for formatting and transmitting product metadata between enterprise systems. A standard will drastically reduce the effort to build connectivity between systems and integrate them at a macro level. And everyone needs to resolve to accept this standard.

Folksonomy
#entreprisedatamanagement. Bring the hash tag or another folksonomy to enterprise data management. This would create organization with more than rigid pre-defined product information that evolves and emerges spontaneously.

Mobile
PLM capabilities need to expand to mobile platforms for the growing mobile workface.

Indiscrete Product Support
PLM standards should be applied to Application Lifecycle Management (ALM). The “product” in product lifecycle management should include intangible products like applications and software.

Open Source
An open source PLM platform will accelerate innovation and foster community projects.

Critical Mass
PLM for everyone, or at least for all product designers and manufacturers.
PLM needs to evolve to become an essential component to any innovation strategy. It won't get there without some important enhancements that will free up engineers and designers to take a more creative role in the innovation process. By embracing these resolutions, the PLM community will move closer to fulfilling this promise and maximizing the value of their solutions over the coming year.

What resolutions would you add?

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What's your view? Add your question or comment
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Jordan is a data scientist, management consultant and leading expert in digital transformation, bringing over a decade of experience helping clients drive results from disruptive business models and emerging technology trends like the Internet of Things (IoT), big data, machine learning and artificial intelligence (AI).

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