When implemented successfully, PLM facilitates innovation, the development and launch of new products, and product reporting and compliance by managing product information as a single source of truth across the supply chain and throughout the product lifecycle.

This requires a comprehensive, integrated approach that delivers a total PLM solution – combining technology, organizational change and business value.

Here are some pragmatic tips to accelerate the value of your PLM investment.

**How to Create a Compelling Case for Change**

Let's be honest, there are effective ways to gain support for change initiatives and there are less than effective ways. Sometimes the greatest challenge to your initiative getting funded is a lack of understanding of what actually creates a compelling case for the change you want. Let's observe a few good examples and a few that are less than stellar.

**How to Invest Users in an Enterprise System**

Enterprise software solutions, especially those that solve innovation and product development challenges, are difficult to implement and even more challenging to sustain. Users must understand why they are being asked to change the way they work. Otherwise, this might happen…

**How to Design Enterprise Systems with the End User in Mind**

When designing and implementing systems it's easy to forget that real live people are going to use them. Use design thinking to drive adoption in each phase of an implementation to create processes and tools you'd want to use yourself.

**How to Create Passionate Advocates for PLM Adoption**

We live in a time of rapid change and new technologies are promising to solve every conceivable problem. But systems alone aren't delivering on the long-term results that they promise.

**How to: Use Branding to Create PLM Advocates**

What makes us loyal to the brands we love? It's the feeling of connection and belonging. We like brands that understand us. How can we take the power of brand connection and apply it to the way we brand change initiatives in our organizations?

**How to Increase Innovation Success: Focus on the End User**

We need to change our paradigm about how we implement major capabilities like information systems, work process improvements or metrics. If it doesn't delight our people, it isn't effective.

Learn More

Deliver Real Business Value and Sustainable Results from PLM
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