

Social Networking in Product Development & PLM

by Jenna Dudevoir

Spotted on Twitter today: Nik [Pakvasa](#) posted a video of Jim Brown talking about social networking in product development and PLM on the [Siemens PLM Software Blog](#):

I asked Jim to share his thoughts on what role he sees for social networking in product development. He believes it is still early for social networking in product development. He sees early adopters experimenting with social networking as PLM vendors start bridging social networking and PLM into more streamlined process. He believes that the ability to bring social network chatter about product intent into the product development environment is very critical.

Check out the short video below and see the complete post [here](#). More insights to come on how companies are performing in this area as our [survey](#) on social product innovation continues to gather responses.

Originally published on April 29th, 2010

[What's your view? Add your question or comment](#)

About the Author



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Jenna is a Pearl Jam fan, CrossFitter and dog lover.

SURVEY

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My PLM Solution

How would you spend \$100 to solve issues
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