



ELPID

E-learning Platform
for Innovative
Product Development

TOOL USE GUIDELINES

PLM – DO's and DON'Ts

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A PLM project might encompass different development axes including:

- Decision making support and quality insurance
- Product and process data management
- Process integration and automation
- Project and process monitoring
- Collaboration

While PLM may encompass different stakeholders, it is all about change. Be prepared for it!

Get the support of the following Dos and Don'ts!

Do take account of organizational and cultural issues	Don't believe that buying PLM applications automatically lead to successful PLM performance
Do remember that different people may have different objectives for PLM	Don't believe that everyone wants PLM for the same reason
Do work hard to understand the lifecycle process	Don't think you can manage product data without understanding the process where it's used
Do start by trying to understand the business objectives and how they can be achieved	Don't start by trying to model all the product data flows
Do take the time to understand the holistic character of PLM	Don't try to split off and solve one component of PLM before understanding all components
Do consider the many forms of product data	Don't only address CAD data, or BOMs, or menus, or installation manuals
Do remember the value of product data as a corporate asset. Manage it as other assets	Don't focus on reducing the cost of PLM applications. Focus on increasing portfolio value
Do implement by steps, within an overall plan	Don't try to do everything in one big, mega project
Do ensure a focus on areas of maximum value-added, wherever they may be in the lifecycle	Don't focus on what looks easiest, it may not lead to increased value
Do take the opportunity to improve the product workflow	Don't automate activities that add no value
Do look outward and take account of customers, suppliers and competitors	Don't just look inwards and focus on internal activities.
Do involve people at all levels, and from all lifecycle functions, from the beginning	Don't only talk to PLM team members
Do remember the only constant is change. Be prepared for it	Don't expect everything and everybody to stand still while you look for a solution
Do ensure people have the time they need to learn skills they need for the initiative	Don't assume that everybody knows everything about PLM
Do ensure there is a common understanding of PLM, the problems and the opportunities	Don't let everybody pull the initiative in a different direction

NOTE: PLM is not a tool, but a complex strategic business approach to deploy.