

Siemens PLM Software

2008 Medical Industry Forum

30th April 2008

Discovering the value of PLM

**Gavin England
Business Development**



The typical technology selection process

Customer Question

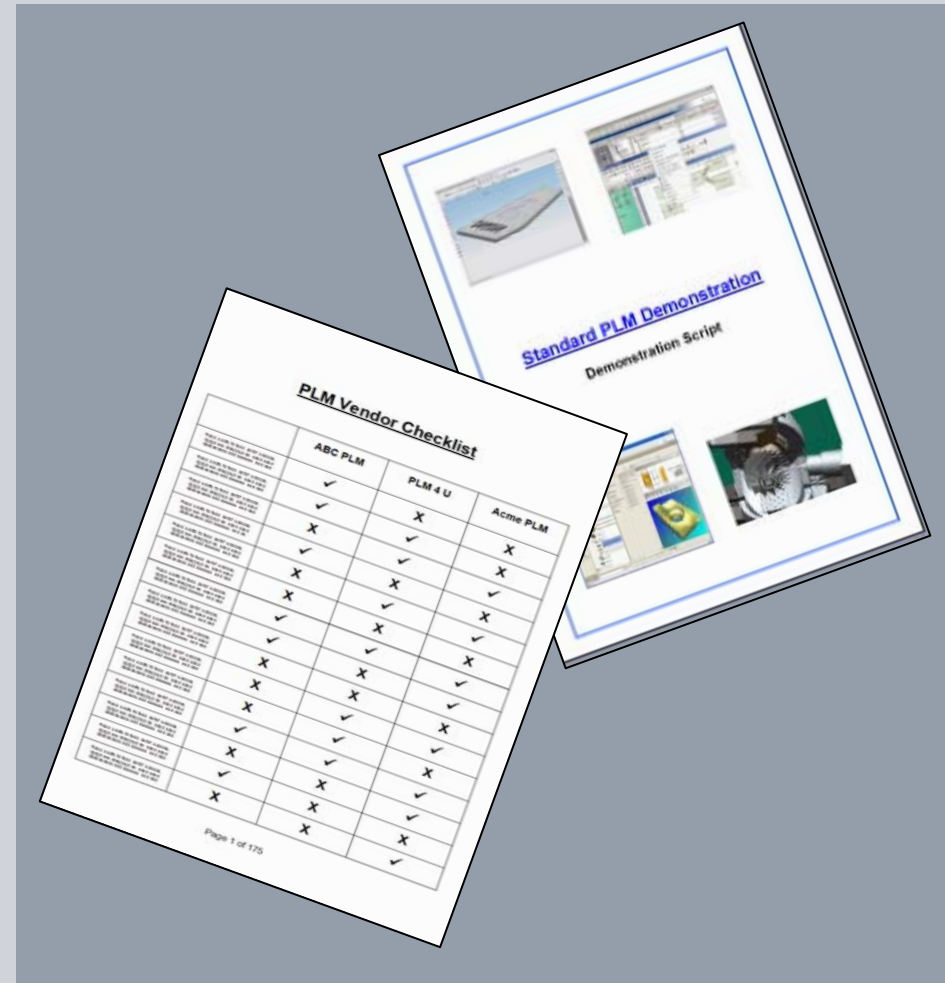
- Can you show me your system X and product Y software?

Our Answer

- Which capabilities are more important to you and why?

Typical Response

- Good Question!!



Your technology solution...

Should provide the exact capabilities you require to ...

- Maximise **Business Benefit**



- Maximise **Business Value**



... supporting your Business Initiatives and Goals

The need for PLM is unique for each company



Configuration Management integrated with ERP contributes to reduced engine assembly time and improved product quality



Space shuttle fuel tank panel programming cut from 10 days to 3 days through **Multi-Axis Machining Simulation**



Support of Regulatory Compliance by storing all standard procedures within the PLM system



Anticipated 12% boost in productivity as a result of Electronic Laboratory Notebook and **Knowledge Management** capabilities

Exploiting the time differences between global workplaces to get 16 to 18 hours out of each Workday through a common **Global PLM Environment**



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The need for Value Discovery

For any PLM implementation to be successful you need to understand

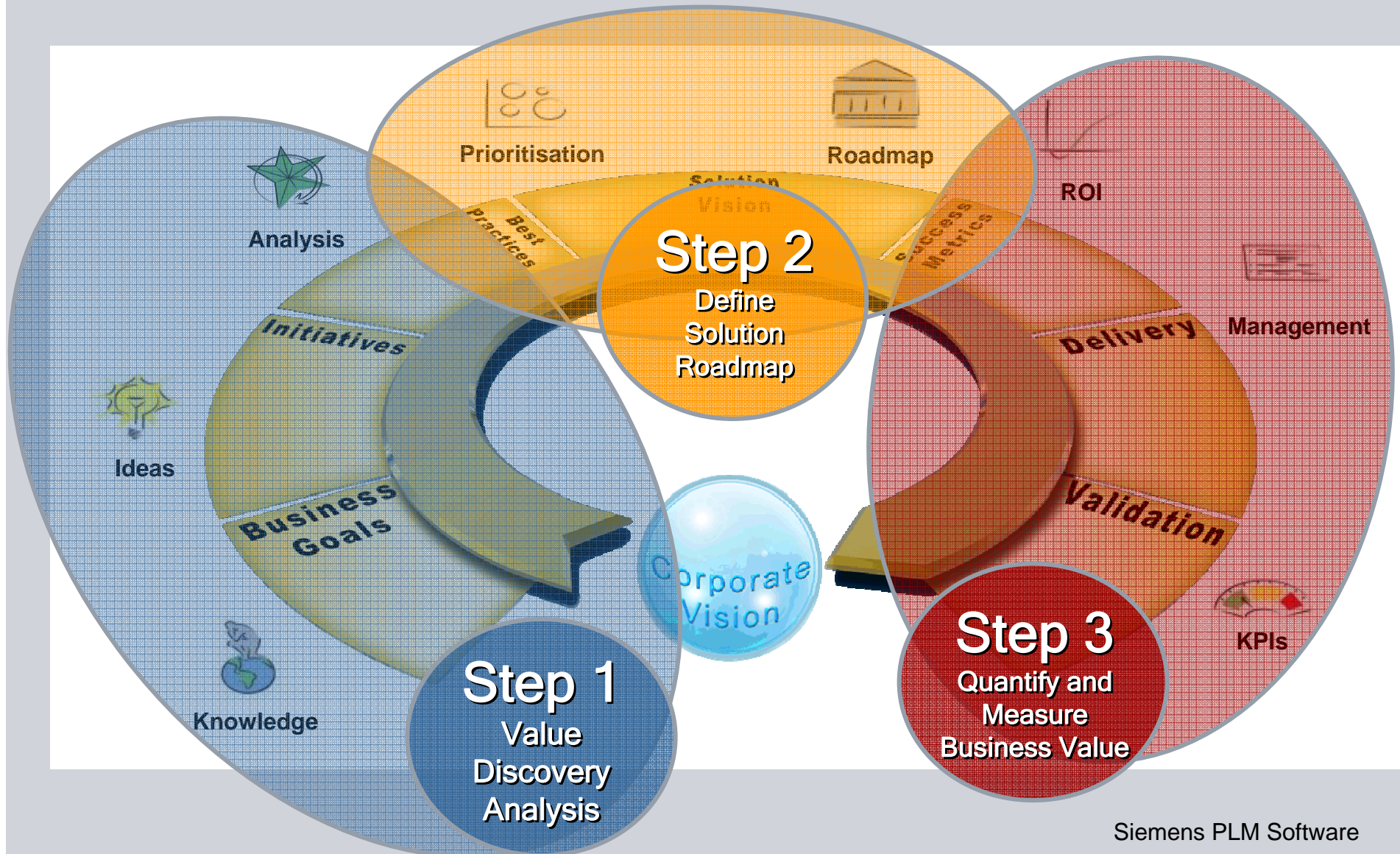
- Your company specific business initiatives and drivers
- The barriers to achieving those initiatives
- The value PLM can bring in overcoming those barriers
- The capabilities which will provide this value

Business Initiative
▪ Improve new product introduction lead-times
▪ Reduce costs
▪ Grow revenue by 25% in 3 years
▪ Improve quality
▪ Increase customer satisfaction – etc

Barriers to Success
▪ Time wasted searching for correct information
▪ Time to process engineering changes
▪ Lack of design-for-manufacture
▪ Inaccurate Bills of Material
▪ Islands of information

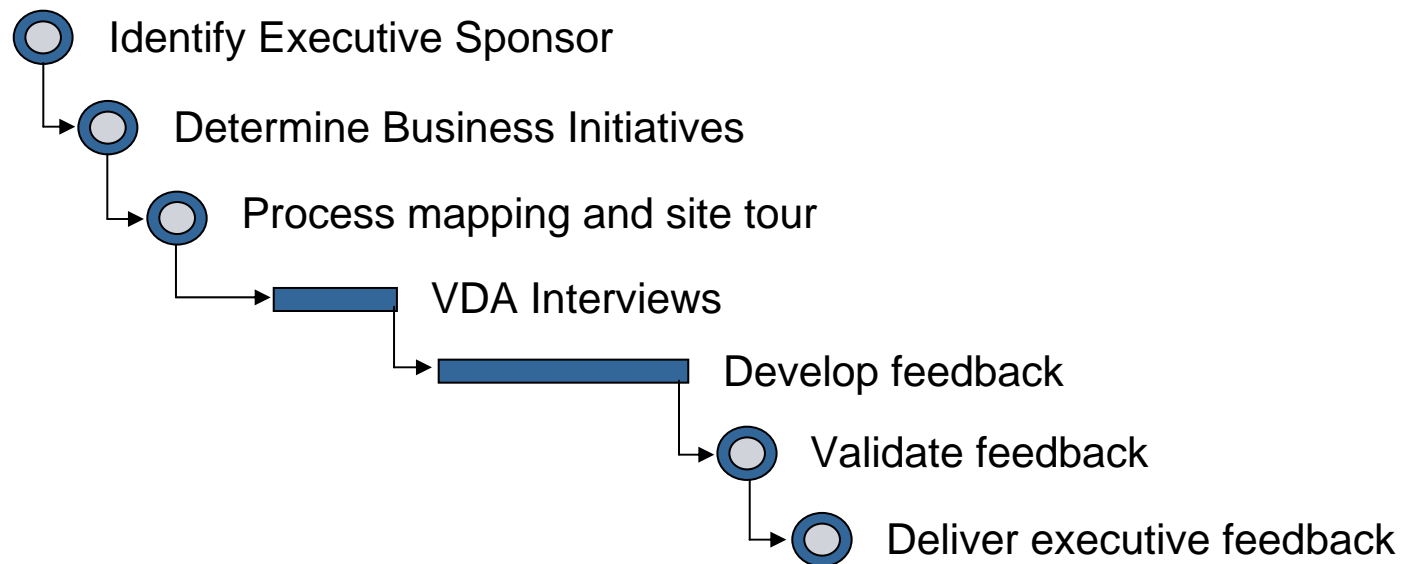
PLM Capabilities
▪ Engineering Data Management
▪ Change Management
▪ Community Collaboration
▪ Part Classification
▪ Engineering Process Management - etc

The Value Approach to Evaluating PLM



The Value Discovery Analysis Process

A **free of charge** independent review which identifies your business impediments and the potential value of solving them through improved Product Lifecycle Management



Typical issues uncovered

Inefficiencies and Wasted Time

- Non-value added activities
- Repetitive activities
- Manual, paper-based processes
- Excessive time spent managing compliance
- Lack of access to the right information at the right time
- Manual data entry and re-entry
- Supply chain communication issues



Typical issues uncovered

Excessive Costs

- Excessive Overtime
- Scrap/Rework
- Cost of reprographics
- Scope for commonisation of components
- Errors causing excessive change
- Reliance on 2D drawings



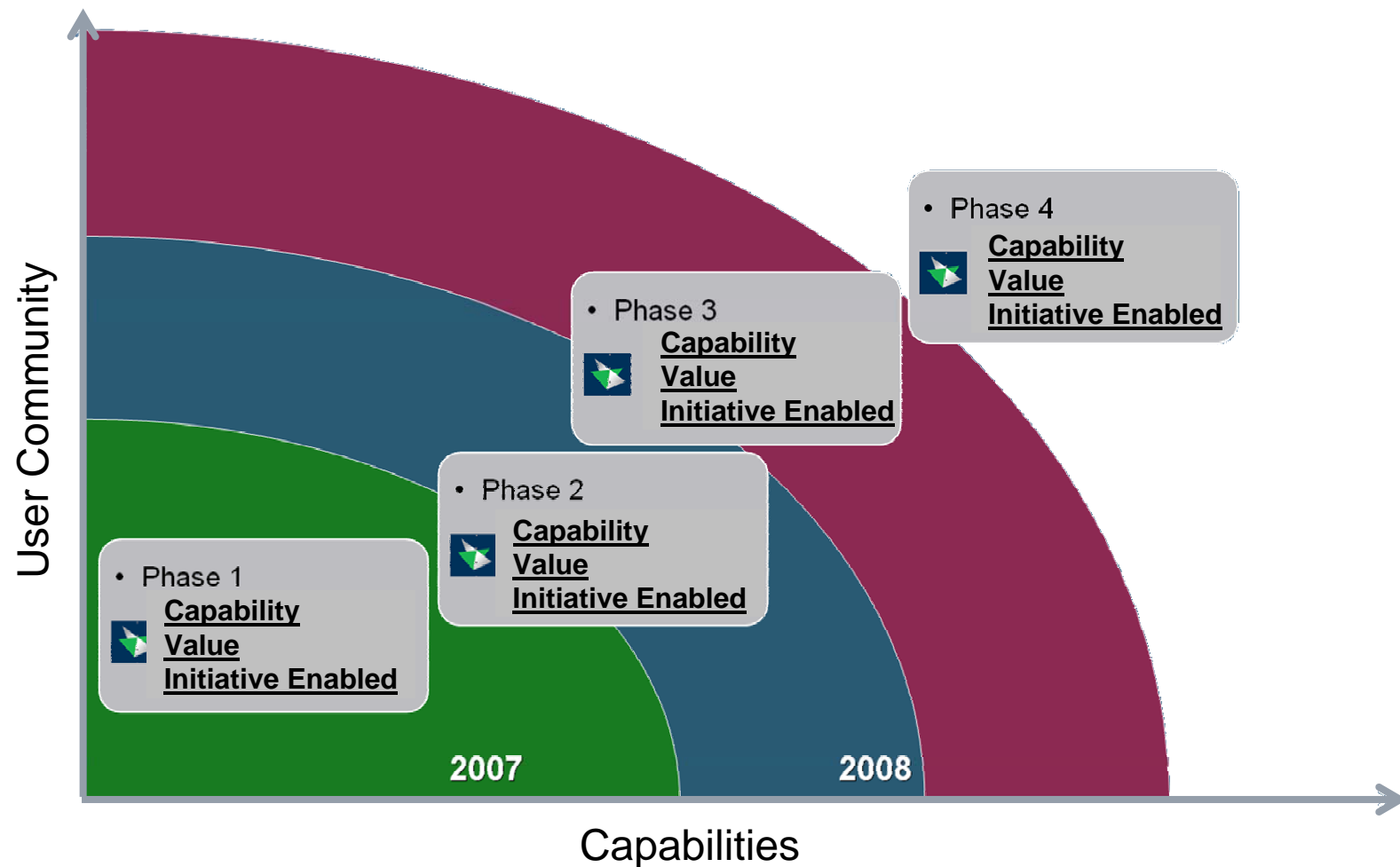
Typical issues uncovered

Loss of Opportunity

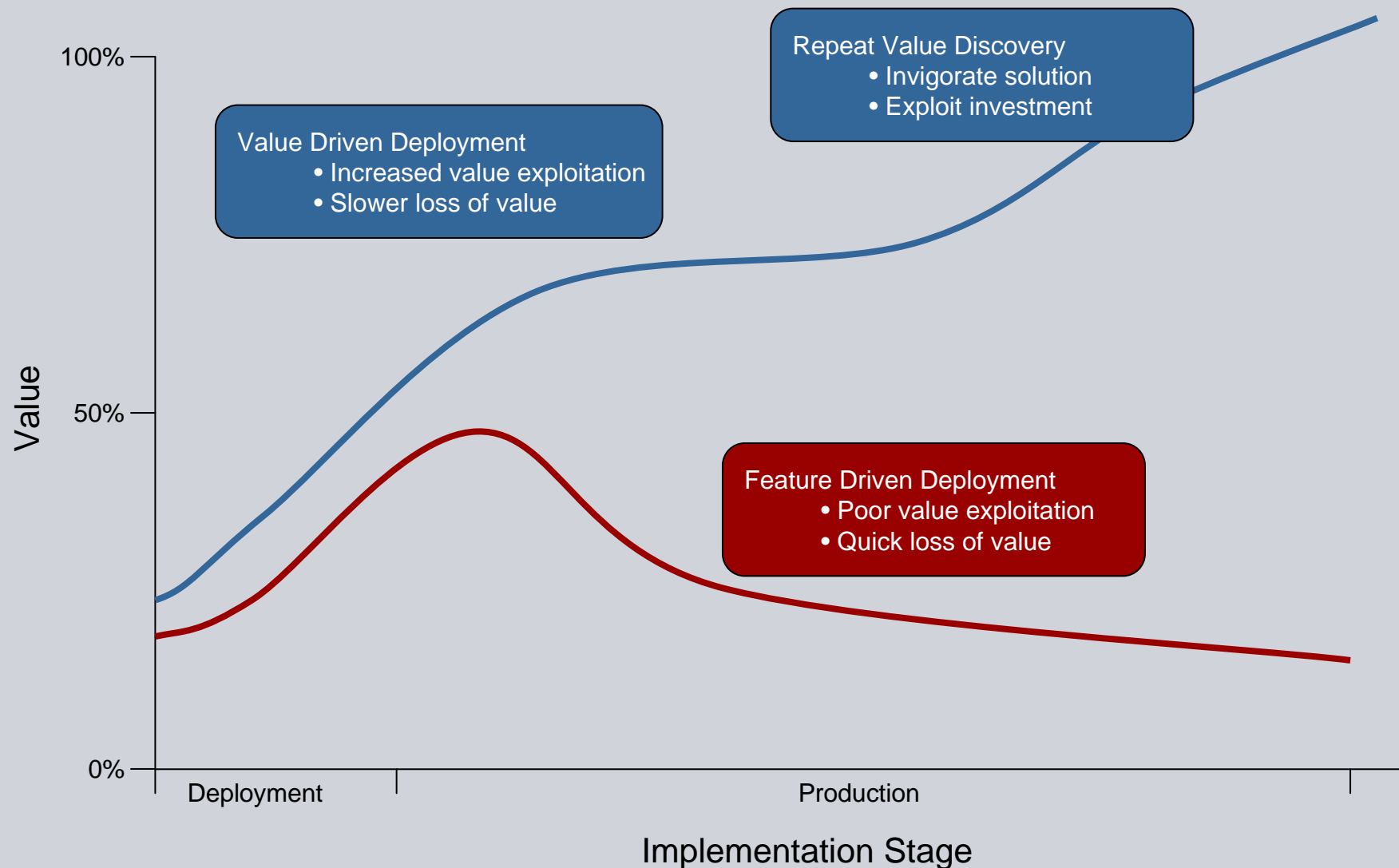
- Loss of business through low win rate
- Excessive RFI lead times
- Quality issues
- Lack of ability to innovate
- New product introduction delayed by compliance issues



Post-VDA Activity – Vision Roadmap



The benefit of a Value Discovery approach



Customer endorsement

“The Value Discovery Analysis process has **informed** us of the possibilities that Product Lifecycle Management (PLM) can offer, not just through improved management of design data, but on a far **broader** scale than we had originally anticipated. It has helped us to **clarify** and **quantify** specific **business issues** and the potential **value** to our company in solving them.”

The process has allowed us to develop our **vision** of a PLM-enabled organisation and has given us the **confidence** to move forward with implementing that vision, aware of the potential **business value** we can achieve in doing so.”

Steve Gorrell - Director BAXI Group

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Summary

Your PLM solution is the one which gives you the most ...

- **Business Benefit**
- **Business Value**

... supporting your Business Initiatives and Goals

Achieving this requires a 3-step approach

- 1. Value Discovery Analysis**
- 2. Solution Roadmap Definition**
- 3. Implement and Measure Business Value**

SIEMENS

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