

PLM Strategy



Enabling Innovation with PLM

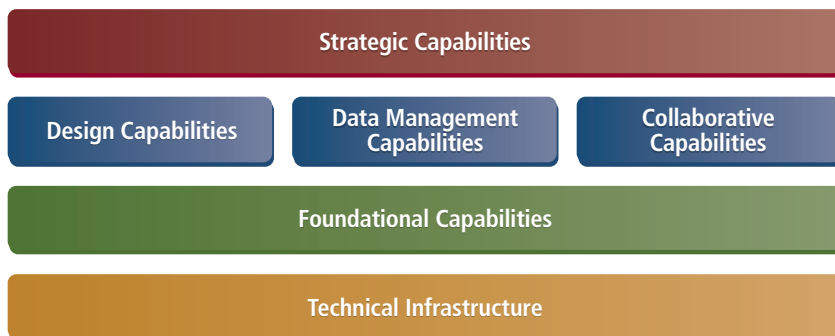
Delivering on the promise of innovation in today's competitive environment means more emphasis than ever on reducing cycle times, increasing throughput, improving product quality, and decreasing time to market. Increasingly, companies are turning to Product Lifecycle Management (PLM) software to help address these challenges. Too often, companies are embarking on their PLM journeys without a coordinated, cross-functional plan of action. This can lead to conflict, confusion, redundant investment, and, ultimately, failure.

The expert team at Kalypso can help. We have the experience to guide, advise, and help you create a PLM roadmap designed to meet your unique business needs. Developing clear strategies for improving product development and "eating the PLM elephant" is our specialty.

PLM Capabilities

The developing PLM software market is consolidating and expanding at the same time. As large, integrated software providers acquire competitors, new entrants emerge with focused capabilities and attractive value propositions. Navigating this dynamic, and still immature, market requires a skilled and objective approach.

When used appropriately, PLM can be a very powerful solution. PLM software can help you generate better ideas, manage your pipeline, design more efficiently, collaborate across functional and company boundaries, and significantly reduce the cost of regulatory compliance. Knowledge of PLM software capabilities will allow you to maximize the value it can bring to your organization.



Kalypso's PLM Capabilities Framework Helps Companies Prioritize Needs and Develop a Strategy

The Kalypso PLM Strategy service offering utilizes the firm's PLM Capabilities Framework and more than 40 other tools and methods to accelerate the process of defining your strategy, increasing project success, and achieving optimal implementation results.

A Kalypso PLM Strategy project is designed to:

1. **Define** the business problem in strategic terms
2. **Identify** the business objectives of the program
3. **Create** a clear multi-faceted business case and strategic imperative
4. **Build** a simple, integrated, platform-independent PLM solution
5. **Select** a PLM platform and complementary software providers
6. **Align** the organization on the goals and objectives of the program
7. **Develop** a phased implementation roadmap

Attaining this level of clarity and support before launching an implementation initiative will avoid many headaches, and potentially disastrous detours along the way.

The Kalypso Difference

When you hire Kalypso, you hire a team of professional experts passionate about innovation. Our consultants have extensive knowledge and hands-on implementation experience across all the dimensions of innovation, including: strategy, new product development, introduction, commercialization, lifecycle management, and PLM strategy, systems selection, implementation, and optimization. To develop a successful PLM strategy you will need a partner that brings:

Objectivity. Because Kalypso works with all leading PLM software vendors, we are completely objective and independent in guiding you to a platform decision. Kalypso not only facilitates the process, but more importantly, we provide informed opinions based on your unique requirements and situation. Without hands-on experience with the technology you are evaluating, a consultant cannot responsibly advise a client on the right solution.

Strategic Perspective. We utilize a multi-dimensional, robust, and vendor-neutral method. We articulate a business case for PLM that will withstand the scrutiny of executives and excite them to action. Converting strategy into a sustainable competitive advantage is what we do.

Vision. PLM strategy is about knowing your destination before you start the journey. We often see companies buying multiple software solutions with overlapping functionality, or which do not work well together because the vision was not properly developed. Kalypso can advise you on system compatibility issues before they arise – eliminating time, waste and rework.

Experience. There is no single “best” route to achieve PLM value, and it is almost always a multi-step journey. The roadmap you develop should be guided by your unique needs and priorities. Employing proprietary tools and methods like our PLM Capabilities Framework and Innovation Engine Diagnostic, we help you to assess your needs and priorities, and devise a strategy that will drive implementation results.

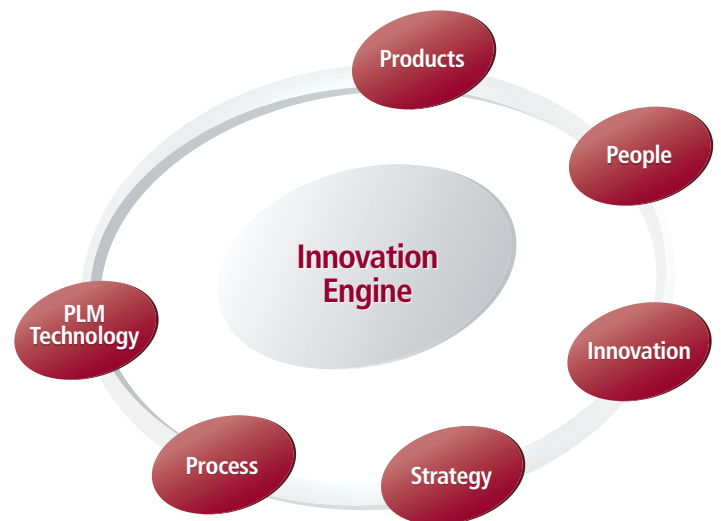
Look Before You Leap

PLM Strategy is more than just selecting technology, it is a comprehensive understanding of the processes, organizational structures, product development strategies, and people that are required to make your business work. A comprehensive PLM Strategy will guide you on your journey.

About Kalypso

Kalypso is the world’s premier innovation consulting firm, helping clients improve performance by delivering on the promise of innovation. Kalypso offers clients full service capabilities including Business and Innovation Strategy, Front End of Innovation, Portfolio and Pipeline Management, New Product Development and Introduction, Pricing and Value Management, PLM Technology, Leadership and Learning, and Intellectual Property Management. For more information, visit kalypso.com. Follow Kalypso on Twitter [@KalypsoLP](https://twitter.com/KalypsoLP) and on Facebook at facebook.com/KalypsoLP.

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Our Innovation Engine Helps Clients Navigate the Key Dimensions of PLM