PALMA – Model Based Transformation

Jakob Åsell | May 8, 2024

PLM Road Map™ & PDT North America 2024

Value Drivers for Digitalization of the Product Lifecycle

Insights for the PLM professional – Why the investment, what are the returns, and how are they achieved

May 8 & 9

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Modular Management | PALMA

HISTORY

- Founded in 1996 based upon methods developed by a research team at Royal Institute of Technology, Stockholm, Sweden
- Continuous method and tool development over 25-year history
- SaaS solution for product architecture and configuration management

Global Footprint, Local Expertise
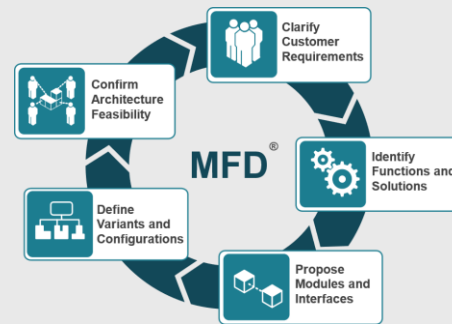
Stockholm

Minneapolis

Frankfurt

Tokyo

CAPABILITIES

- Modularization of products and services
- Module design
- Configurability and Configuration logic
- Supply-chain strategy
- Operationalization of product architectures
- Information management

MFD®

- Clarify Customer Requirements
- Confirm Architecture Feasibility
- Identify Functions and Solutions
- Define Variants and Configurations
- Propose Modules and Interfaces

PALMA

EXAMPLE CLIENTS

WÄRTSILÄ

Valmet

KÖRBER

ALFA LAVAL

SEPRO GROUP

HNI

WIN GD

mabe
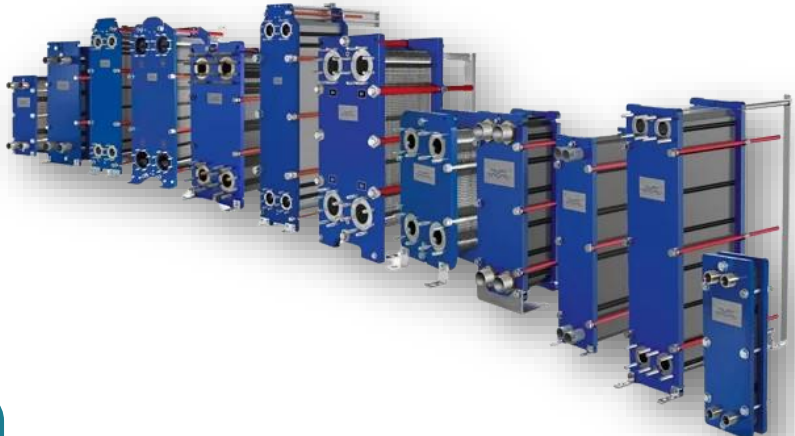
Whirlpool

CAF

MICROPOWER
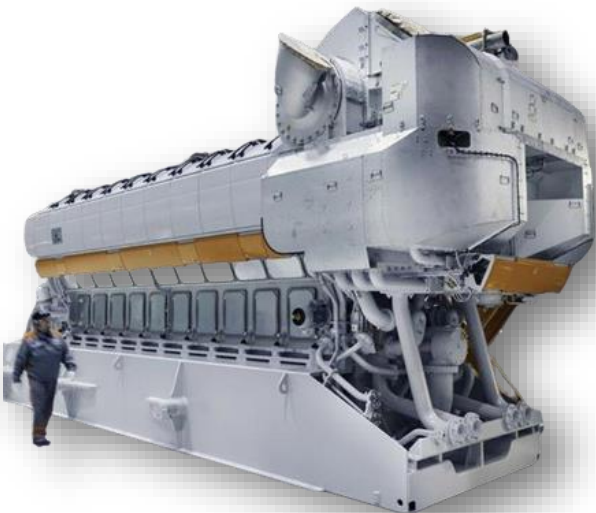PART OF MICROPOWER GROUP

Modular Management | PALMA

Jakob Åsell
CTO, Modular Management

- Evangelist in Digital Transformations
- Pioneer in 3D CAD, PLM and Configurators
- Model Based advocate
- Father of the PALMA software

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management

Common Challenge for Leading Suppliers

> › Grow market share
> › Faster to market
> › Reduce the internal complexity
> › Increase profitability.

MODULAR management

Model Based Transformation

From **document-driven**, disconnected
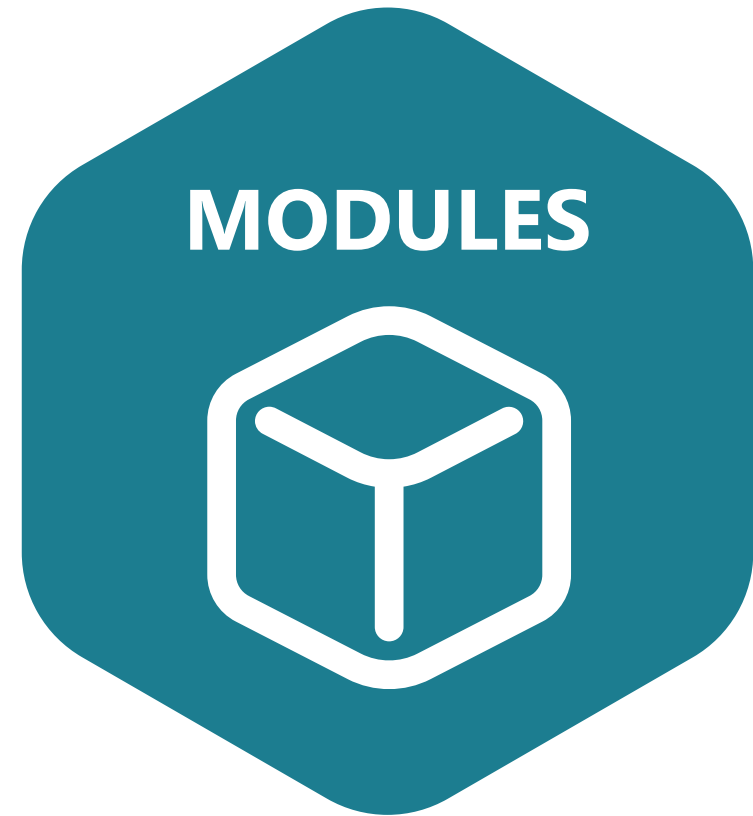with "manual" integrations …

Model Based Transformation

From **document-driven**, disconnected with "manual" integrations …

… to **data-driven**, connected with shared information end-to-end enabled by a unified product information

MODULAR
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Unified
Product Information
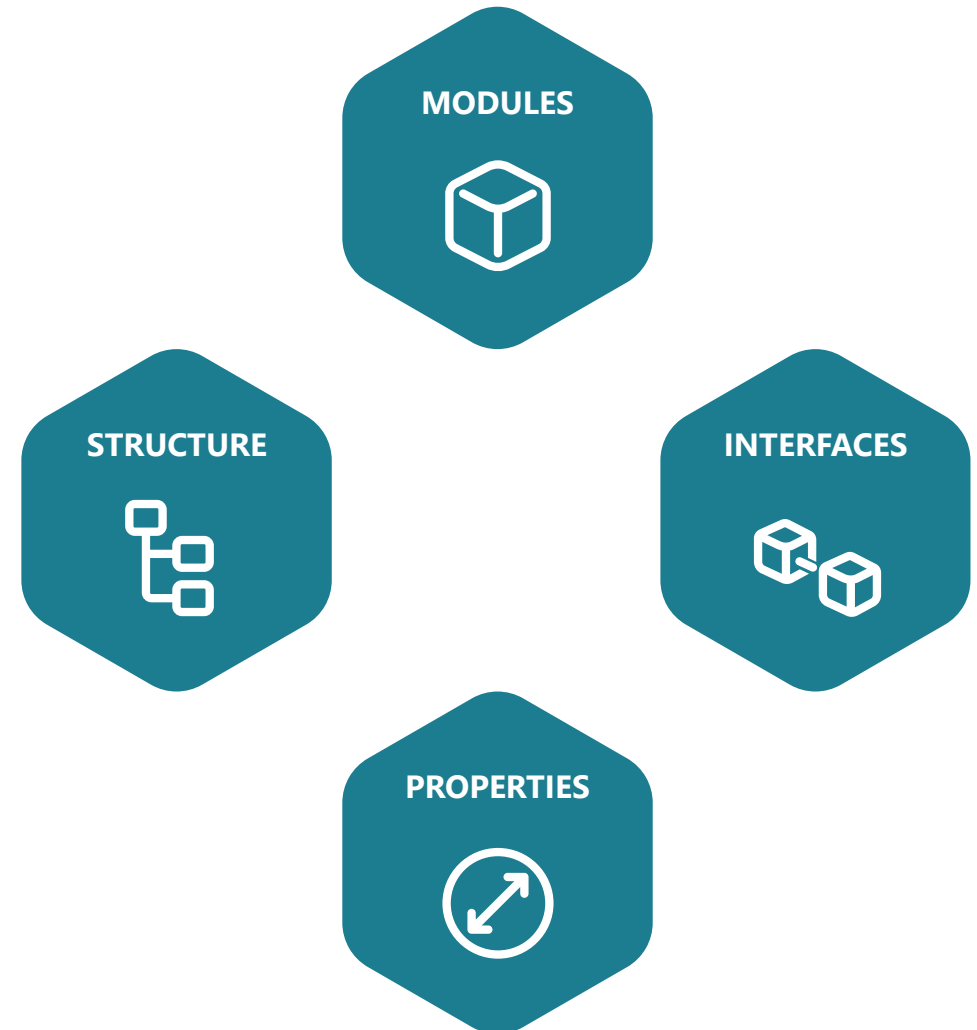# Model

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Modularity

A Module is a functional building block, fulfilling a company strategy, with standardized interfaces.
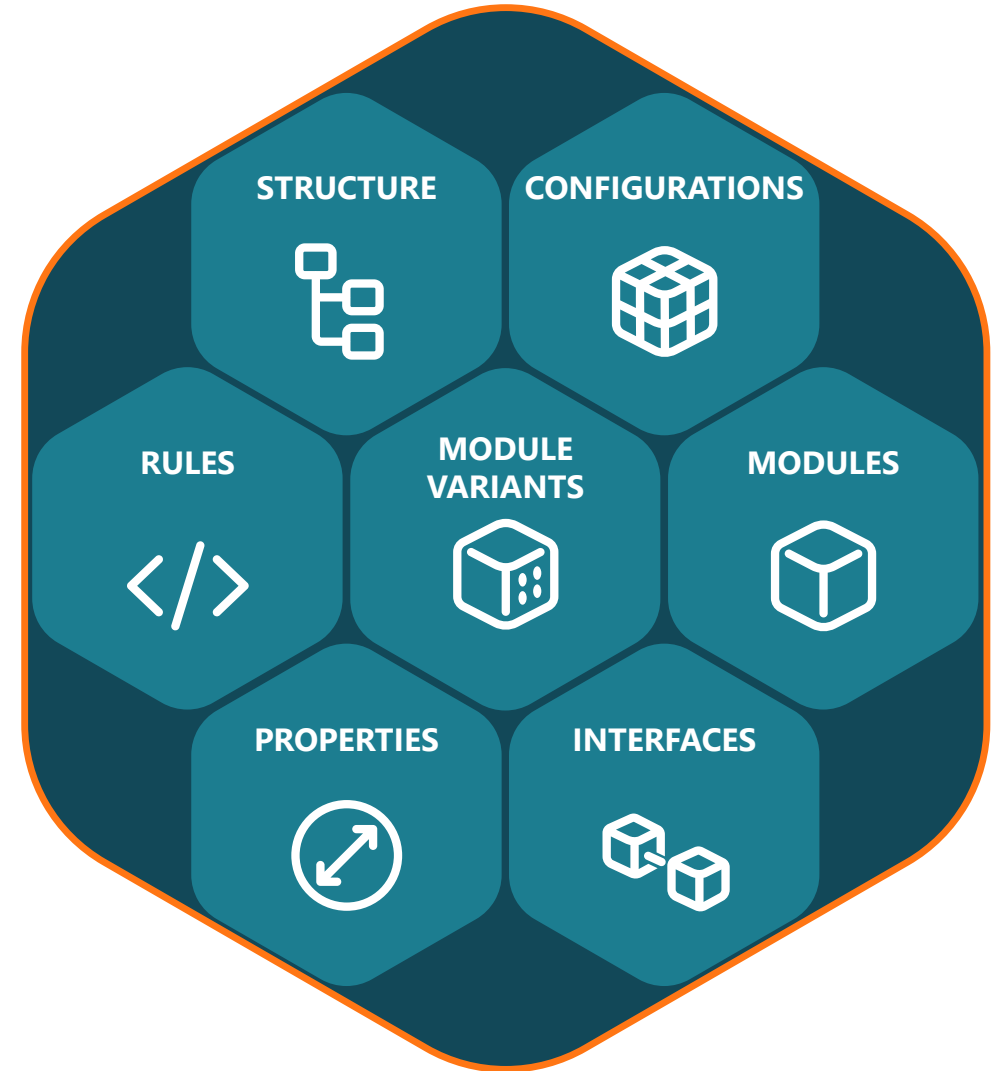
MODULES

Product Architecture

Standardized Interfaces secures interchangeability of the modules, Properties describe the variance needed, and a Structure organizes modules into a product.

MODULES

STRUCTURE

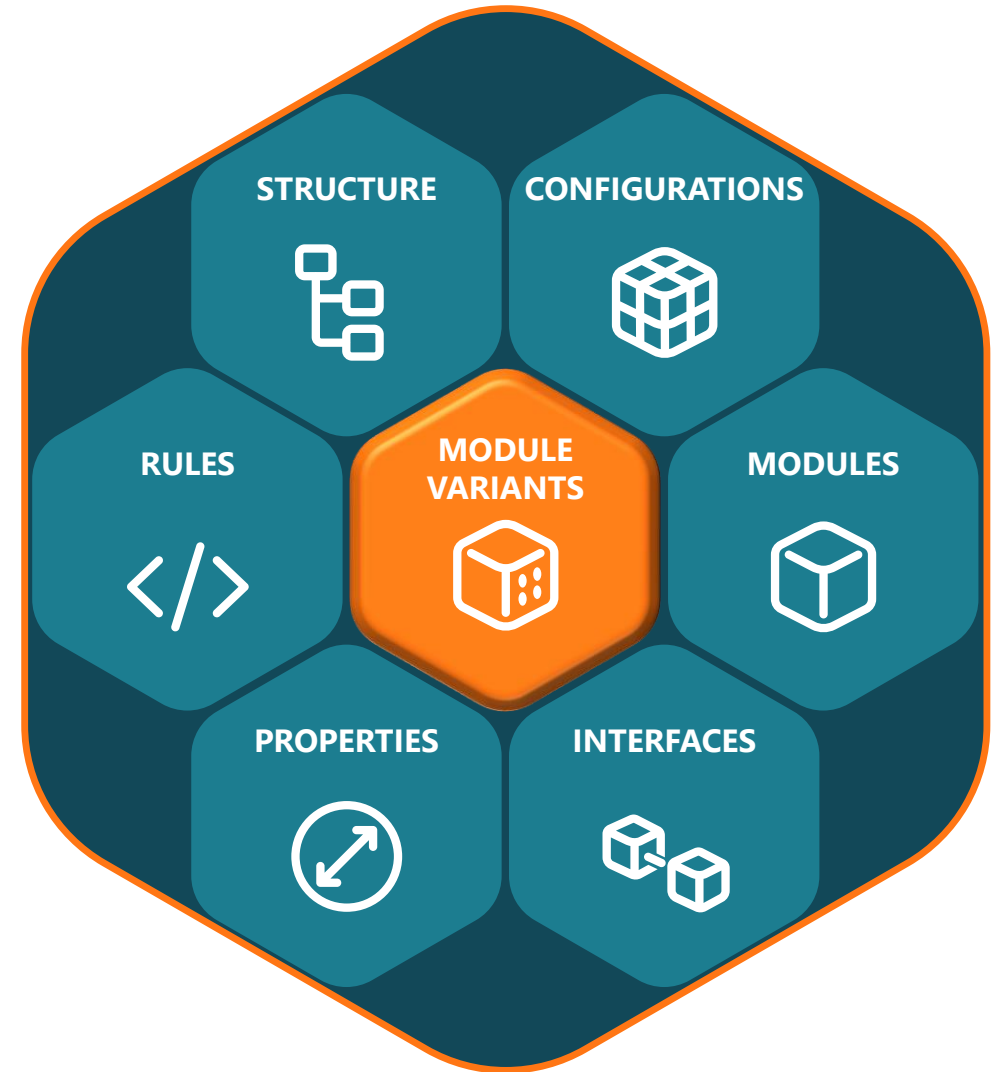INTERFACES

PROPERTIES

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Product Architecture and Configuration

Module Variants are specified to meet users' needs and the company's business goals, along with *Rules* which controls *Configurations.*
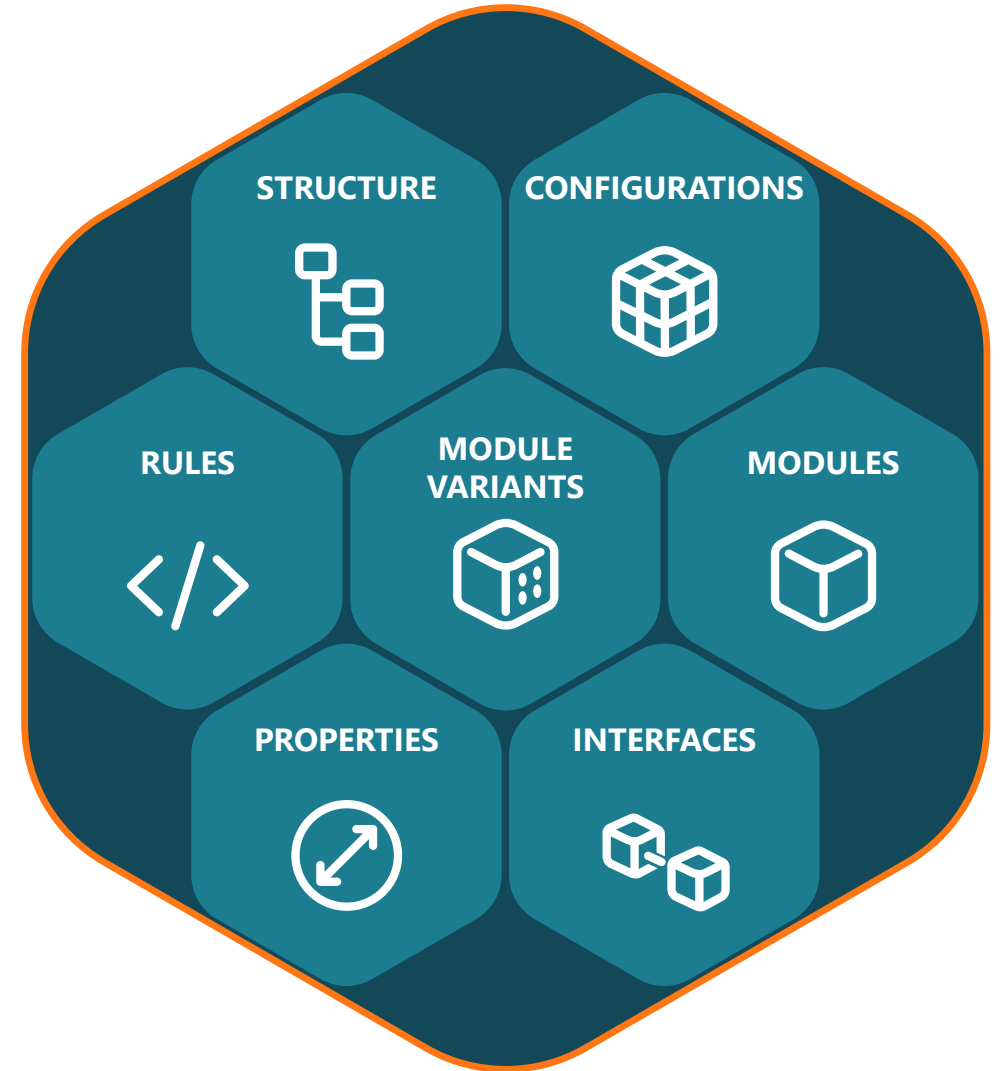
The DNA of the Product Architecture

The Module Variant is the common denominator and enabler for sharing information across business functions, the digital thread through the company.
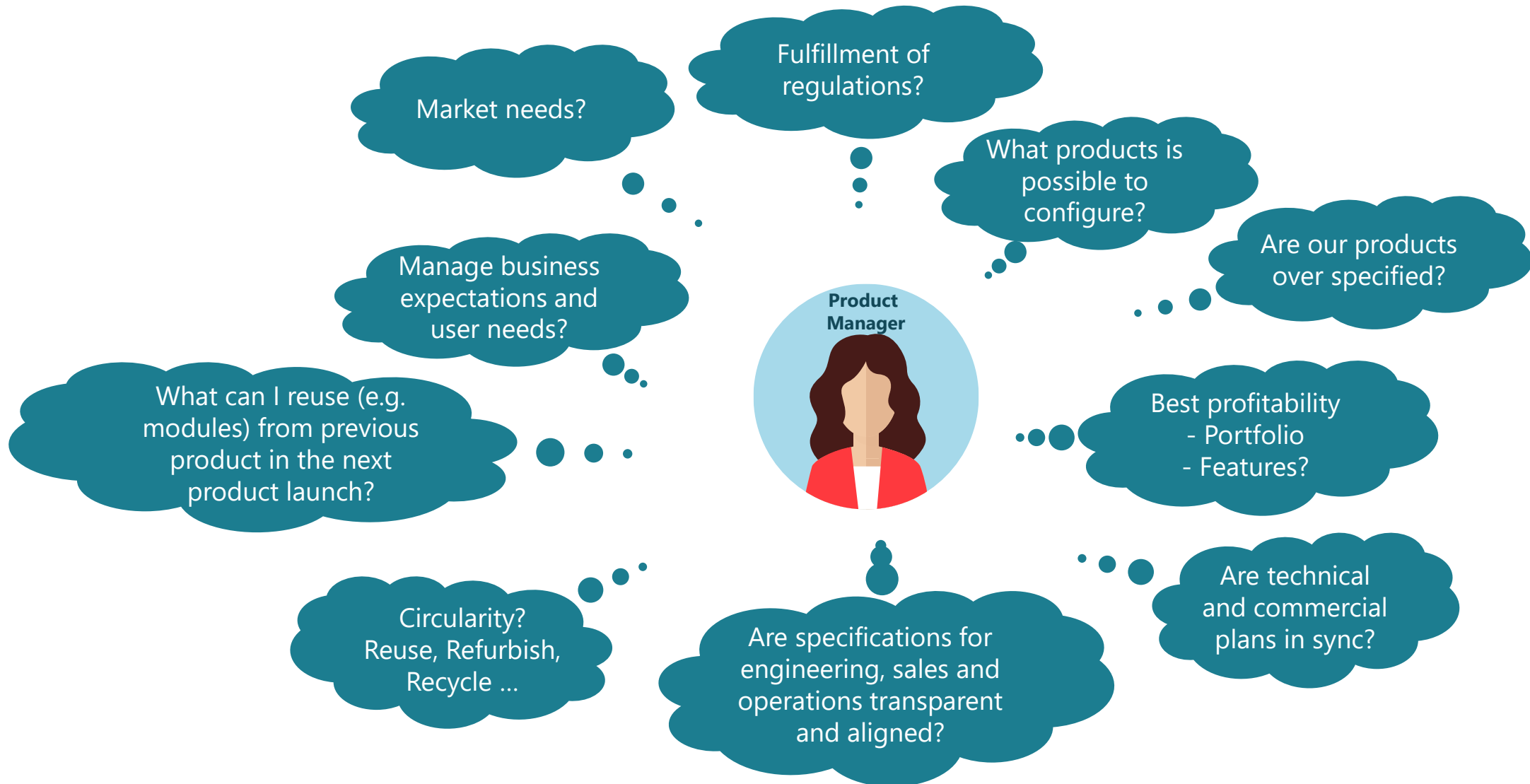
Unified Product Information Model

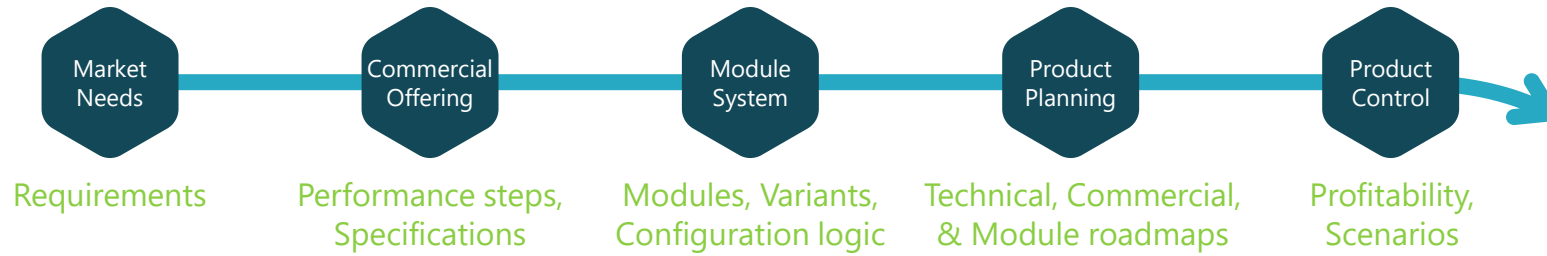*PALMA's proven Unified Product Information Model is the foundation of the Product Architecture.*

End to End
Product Management

MODULAR
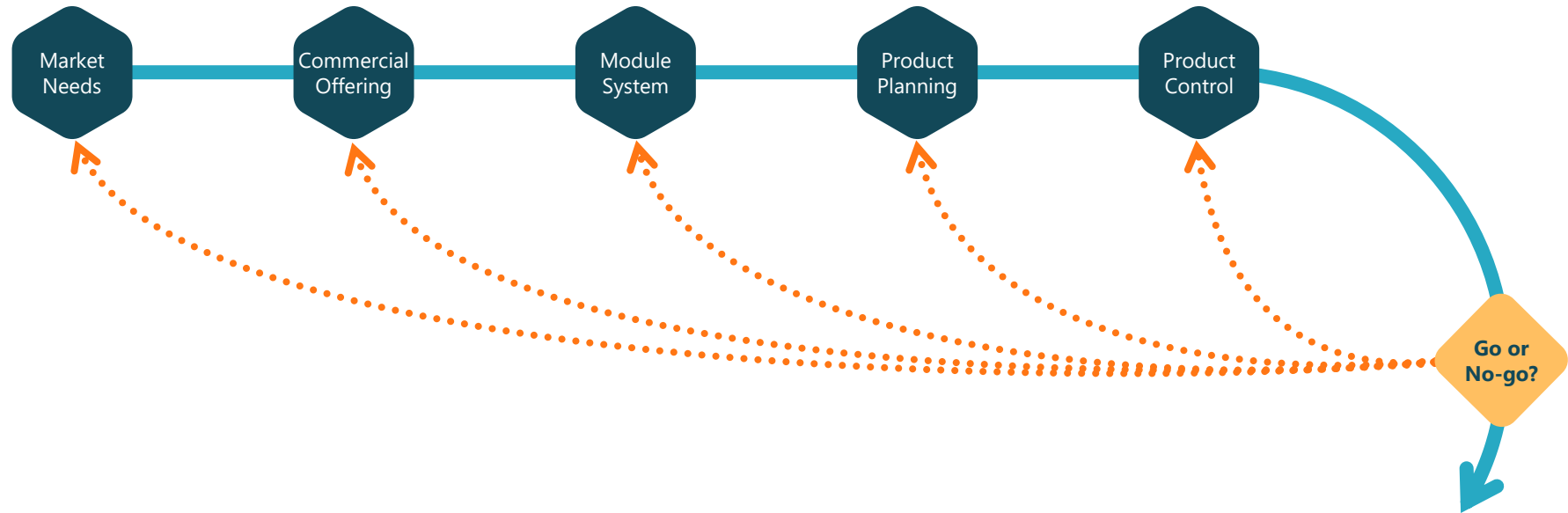management

Questions for the Product Manager

Fulfillment of regulations?

Market needs?

What products is possible to configure?

Are our products over specified?

Manage business expectations and user needs?

Product Manager

Best profitability
- Portfolio
- Features?

What can I reuse (e.g. modules) from previous product in the next product launch?

Are technical and commercial plans in sync?

Circularity?
Reuse, Refurbish, Recycle ...

Are specifications for engineering, sales and operations transparent and aligned?

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Product Management | End to End

```
Market          Commercial        Module          Product          Product
Needs            Offering         System          Planning          Control
```

Requirements   Performance steps,   Modules, Variants,   Technical, Commercial,   Profitability,
                Specifications   Configuration logic   & Module roadmaps   Scenarios

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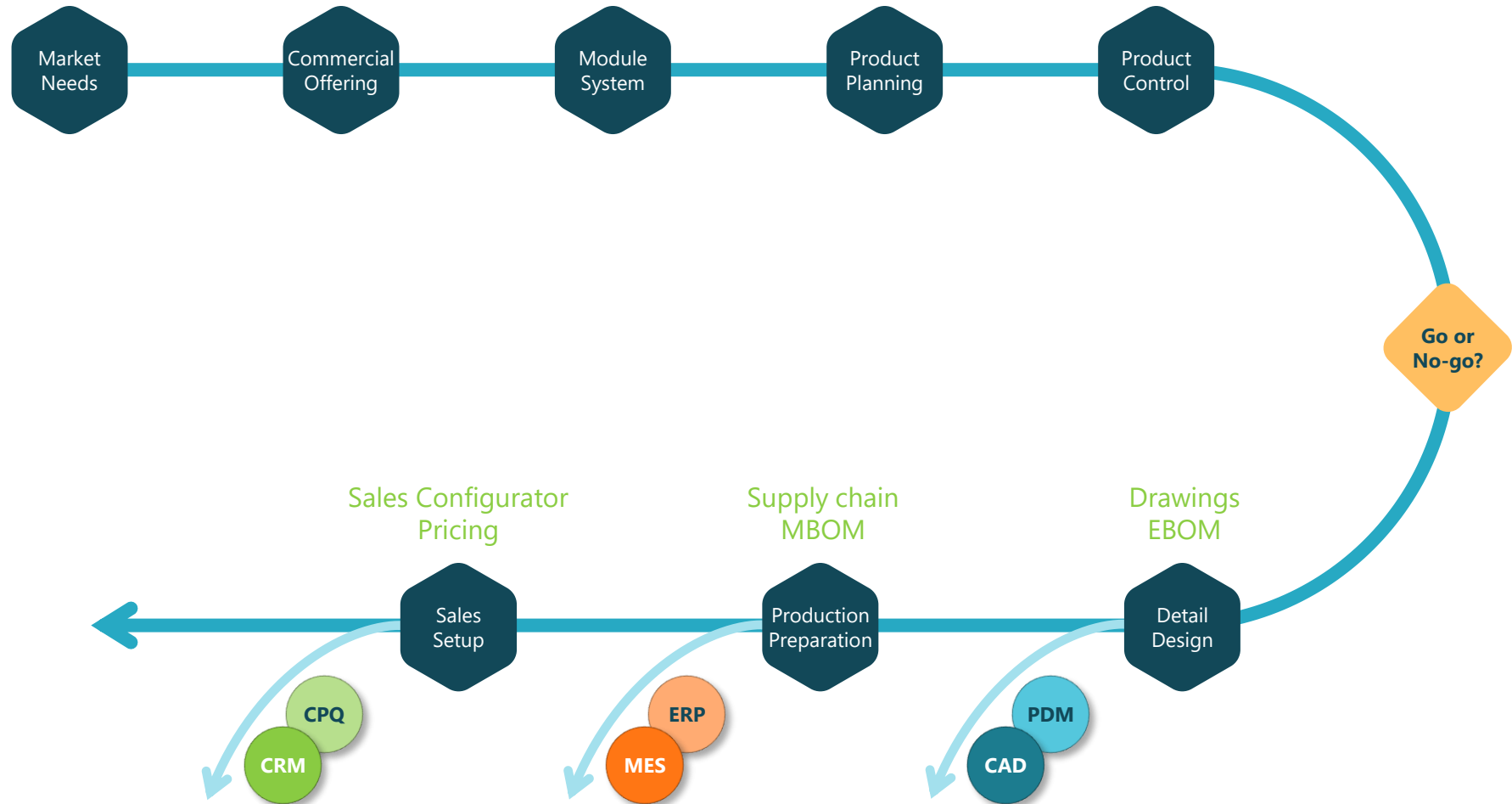
Product Management | End to End

Product Management | End to End

Market Needs — Commercial Offering — Module System — Product Planning — Product Control

Go or No-go?

Sales Configurator Pricing
Supply chain MBOM
Drawings EBOM

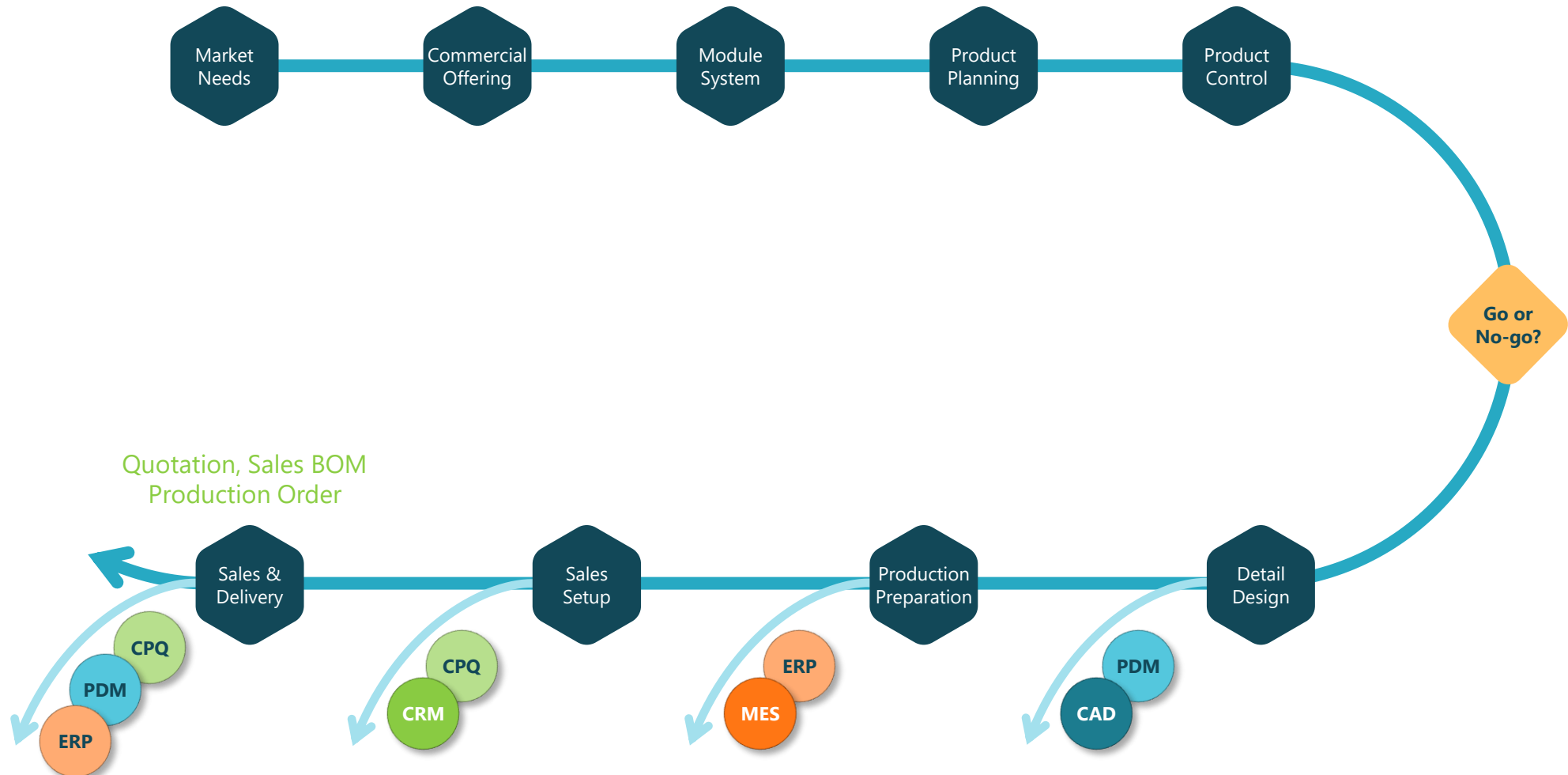Sales Setup — Production Preparation — Detail Design

CPQ
CRM

ERP
MES

PDM
CAD

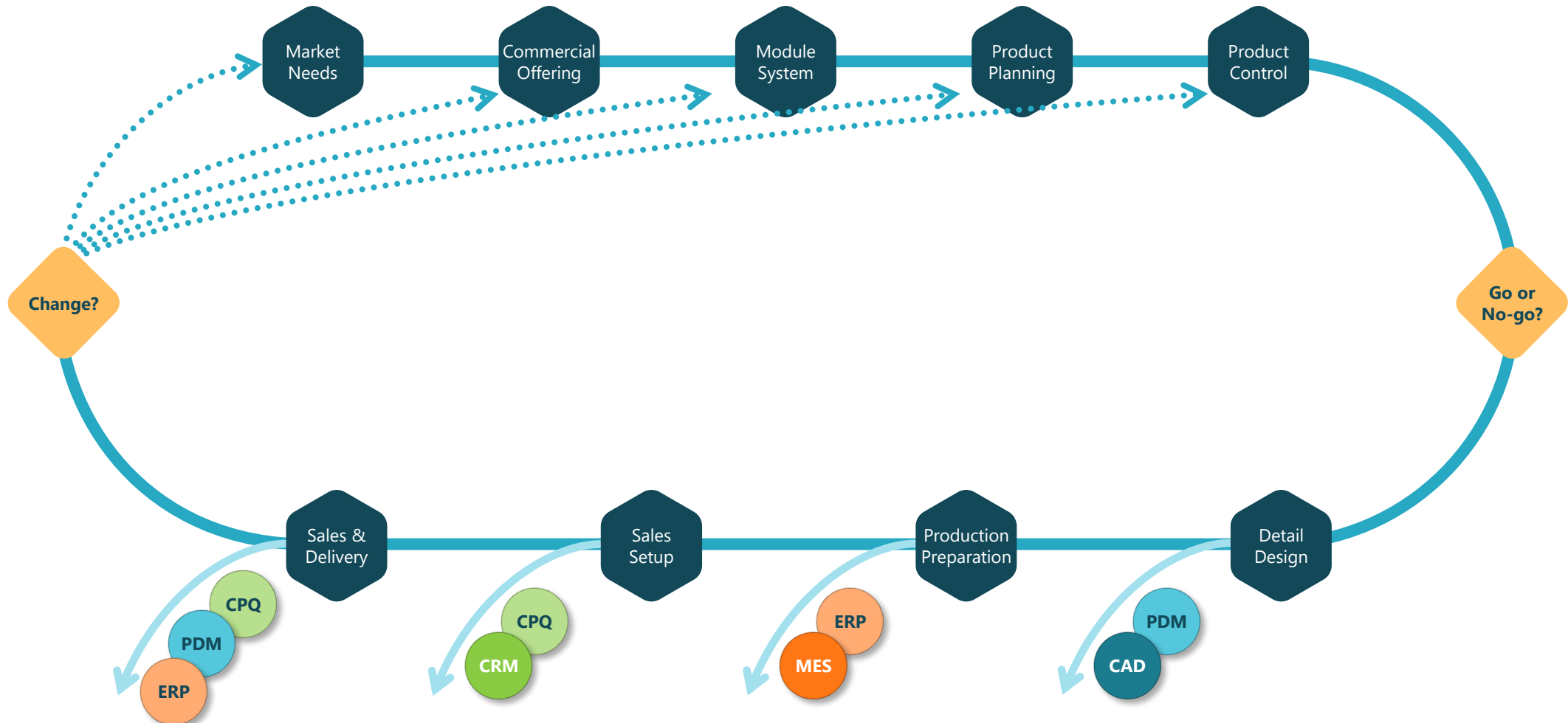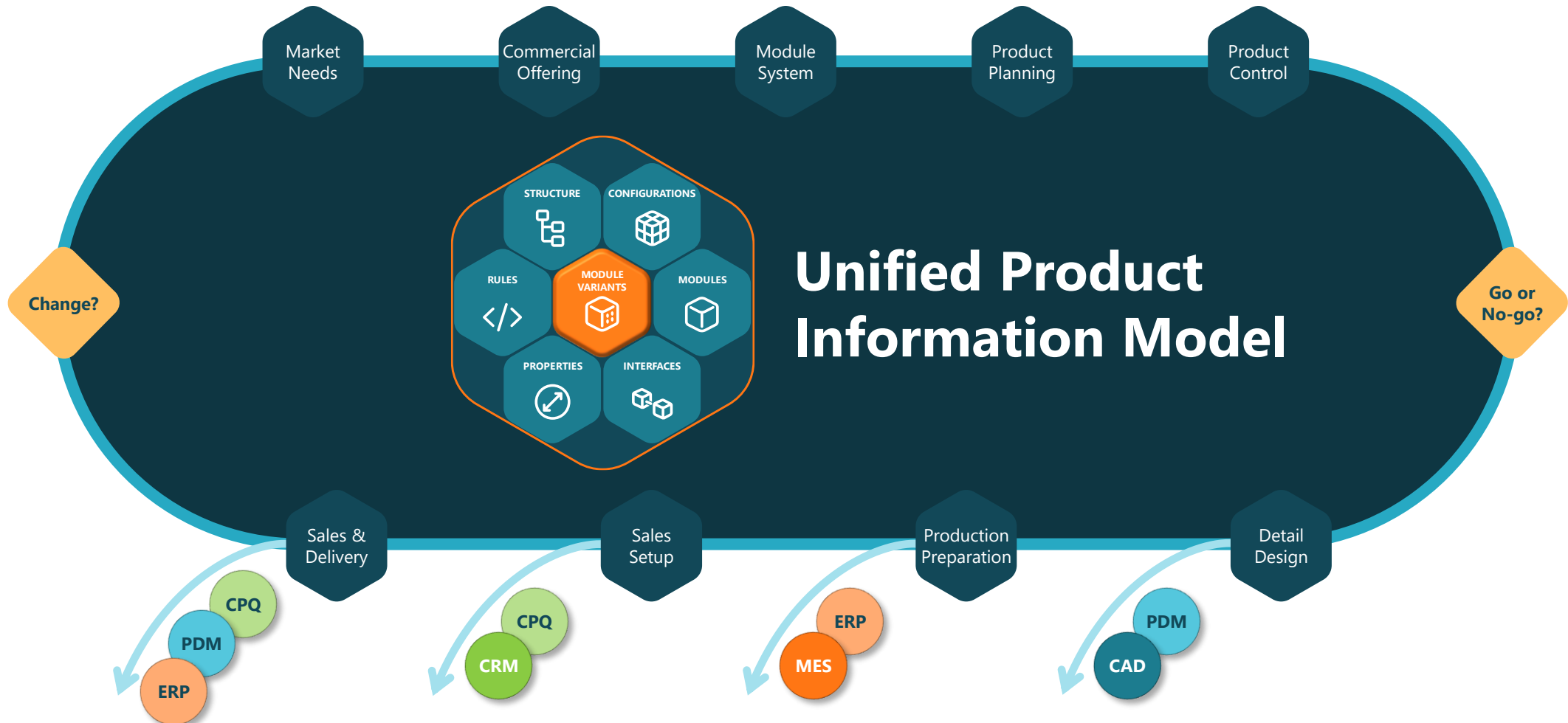MODULAR management

Product Management | End to End

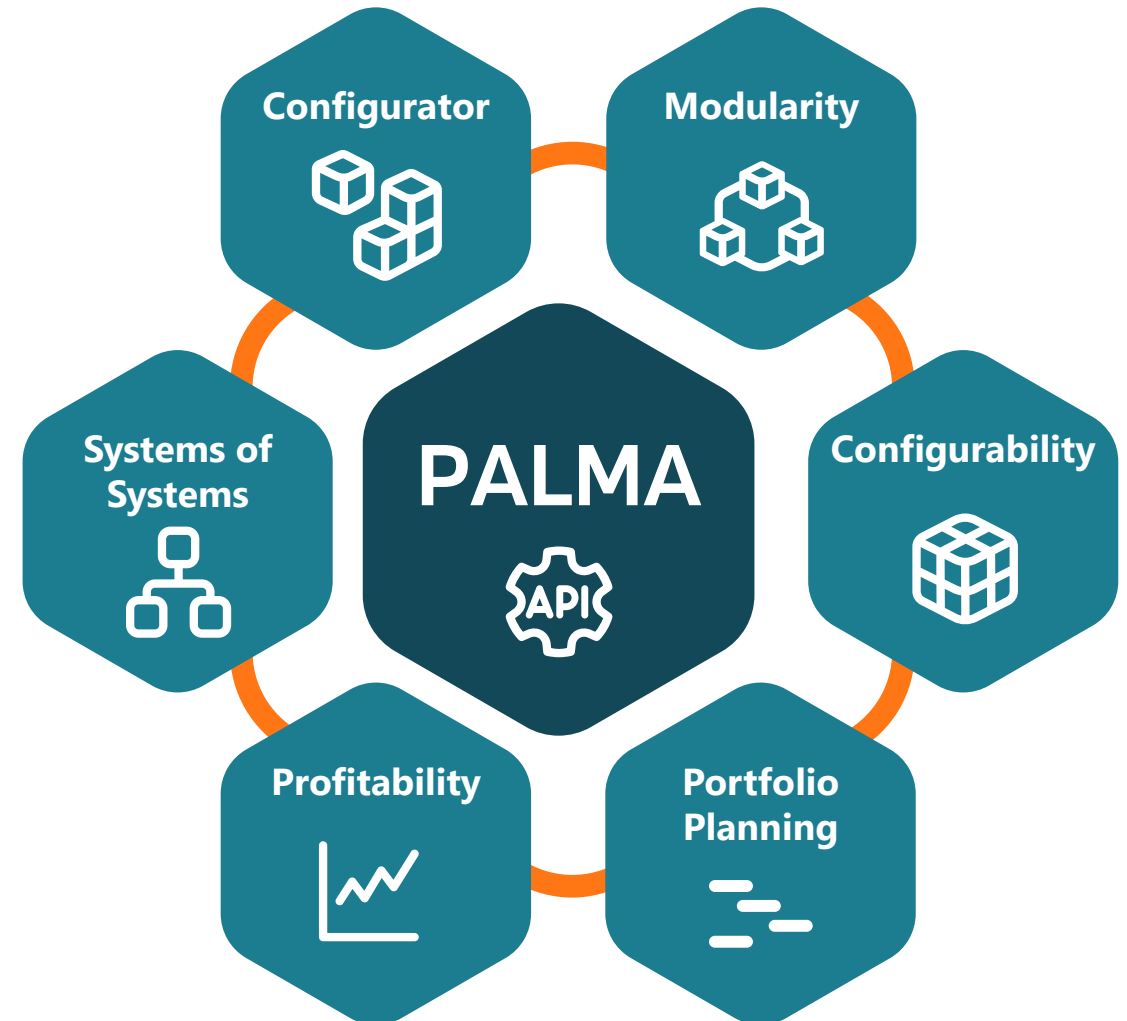# Product Management | End to End

Product Management | End to End

Model Based Enterprise

PALMA

- Cloud-native SaaS-solution to manage product portfolios of configurable products

- A unique suite a of dedicated tools and reports for insights and informed decisions making

- Facilitates collaboration and synchronized product data across your IT system landscape

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PALMA | Capabilities

- Suite of 40+ integrated tools

- Composable to your roles and use cases

- Scalable for step-wise implementation

Configurator

Modularity

Systems of Systems

PALMA API

Configurability

Profitability

Portfolio Planning

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