CIMdata Leadership Digital Transformation Short Course

A Right-Sized Short Course for Today's Busy Executives

For 40 years, CIMdata has been working in the Product Lifecycle Management (PLM) industry, helping companies define and execute major components of their digital transformation. Our consulting services and research expertise are known worldwide for *best practice-based content and insight*. CIMdata has leveraged its knowledge and experience to create the Digital Transformation Short Course as part of CIMdata PLM Leadership—the PLM industry's most comprehensive non-biased education offering for those responsible for their enterprise's digital transformation activities.

CIMdata PLM Leadership is a set of assessment-based education certificate programs, short courses, and webinars. The short courses are delivered through a series of education sessions designed to ensure those involved in a digital transformation project have a solid understanding of critical concepts and industry-leading best practices.

CIMdata's short course series is available to industrial companies considering, evaluating, implementing, and/or enhancing their solutions in support of digital transformation, and related software and service providers. Courses are available in several configurations. See www.CIMdata.com[1] and the following descriptions.

Digitalization: CIMdata's View

Fundamentally, CIMdata views digitalization as the next logical step in representing anything and everything in 1s and 0s—the next revolution for today's enterprise. For many, digitalization is moving from a fuzzy concept to the newest data-driven derailment of the status quo. To stay ahead, executives need to understand what digitalization is and how to best leverage it for business success.

For some companies, digitalization is about transforming products from physical goods and tangible services to "as-a-service" models, where, in many cases, data is the "product." As a result, the rate at which products and services are being bought and installed for the data they generate or collect is increasing. This requires rethinking many organizational structures and business processes as well as what and to whom products and services are sold. Additionally, digitalization results in new information sources that speed up innovation and lifecycle management. In many ways, PLM professionals have been pushing digital transformation for years.

Digital transformation must be at the core of an organization. It isn't a one-time activity but rather a journey that will bring about many changes throughout a company. It ultimately requires rethinking and reenabling many parts of the extended enterprise. What PLM does and can do is essential to meeting these broad-based digitalization objectives. As a result, PLM needs to be well understood and incorporated into a digital transformation initiative. Finally, a company needs to understand how the emergence of the Manufacturing Enterprise Innovation Platform and its foundational PLM-enabling Product Innovation Platform can enable the end-to-end digitalization required to succeed and thrive.

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[1] http://www.cimdata.com/services/education/plm_certificate.html

Digital Transformation Short Course

CIMdata's Digital Transformation Short Course leverages CIMdata's 5-day *PLM Certificate Program for Industrial Organizations and PLM Solution Providers*, as well as other material CIMdata has formulated over its years of consulting. CIMdata's assessment-based certificate program satisfies small and large enterprises' main PLM education requirements. It also provides primary PLM education to PLM solution providers (i.e., PLM software and services organizations) and their employees who are responsible for marketing, developing, selling, and delivering PLM solutions and associated implementation services.

This short course is available in three formats:

- In-Person—A senior CIMdata consultant delivers all course material in English in two 3.5-hour sessions during one business day.
- Virtual-Live—A senior CIMdata consultant delivers all course material in English in two 3.5-hour online sessions over two days.
- e-Learning—Self-paced, pre-recorded instruction spread over three 2-hour sessions.

The short course includes lectures, industry case studies, and two individual assessments.

Participants receive a fully searchable PDF containing all presentation materials.

Successful completion leads to an *Certificate of Digital Transformation Leadership* and 0.6 CEUs.

Target Audience

The target audience for the Digital Transformation Short Course includes, but is not limited to:

- Digital Transformation Executive Champions and Sponsors
- Mid- and Upper-Level Business Managers
- Functional Directors (e.g., IT, engineering, supply chain, NPD, etc.)
- Business Process Subject Matter Experts
- Project Leaders

The Digital Transformation Short Course is industry-independent. Some of the examples and case studies may be industry-specific.

Course Outline

- What is Digital Transformation?
- Where and How Does PLM Fit in a Digital Transformation Initiative?
- An Historical Perspective, Current Trends & Future Related Directions
- The Emergence of the Digital Platform
- Key Enabling Elements of a Digital Transformation
- An Industrial Status Check: The State of Digital
- A Selected Look at Today's Key Enabling Solutions
- Key Learnings & Guidelines to Employ
- Best Practices: Key Elements of a Digital Transformation Program

Pricing

Discounted rates are available when several employees from the same company enroll.

- First student from a specific company— US$925
- Students #2 through #5—US$875 each
- Students #6+—US$800 each

CIMdata Community Members are eligible for a discount; please contact CIMdata for additional information.

Notes

- Travel expenses and food and beverage expenses are the attendee's responsibility.
- Private courses are available for companies that would like a course customized for their employees.

About CIMdata

CIMdata, a global strategic management consulting firm, provides services designed to maximize an

enterprise's ability to design, deliver, and support innovative products and services. For more than forty years, CIMdata has provided industrial organizations, providers of digital technologies and services, and investment firms with world-class insight, expertise, and best-practice methods on a broad set of product lifecycle management (PLM) topics and the digital transformation they enable. CIMdata also offers research, subscription services, publications, and education through certificate programs and international conferences. To learn more, visit www.CIMdata.com or email info@CIMdata.com.