CIMdata PLM Leadership
PLM Executive Short Course
A Right-Sized PLM Short Course for Today's Busy Executives

For nearly forty years, CIMdata has been working in the Product Lifecycle Management (PLM) industry. Our consulting services and research expertise are known around the world for best practice-based content and insight. CIMdata has leveraged its knowledge and experience to create the PLM Executive Short Course as an integral part of CIMdata PLM Leadership—the PLM industry's most comprehensive nonbiased education offering.

CIMdata PLM Leadership is comprised of a set of well defined, assessment-based PLM education certificate programs, short courses, and webinars. The short courses are delivered through a series of education sessions, and are intended to ensure that those who sponsor and/or participate in a PLM project all have a solid understanding of key PLM concepts and industry leading best practices.

> *"The PLM course provides a great overall view of the business value of PLM. It will expand your knowledge so you can extend PLM benefits in your organization."*—Dan Miles, Tata Technologies

The PLM Leadership short course series are available to industrial companies who are considering, evaluating, implementing, and/or enhancing their PLM-enabling solutions, and to PLM software and service solution providers. Additionally, these programs are offered in a number of different configurations (see www.CIMdata.com[1]), including the configuration described herein.

PLM Executive Short Course

CIMdata's PLM Executive Short Course leverages CIMdata's internationally recognized 5-day *PLM Certificate Program for Industrial Organizations and PLM Solution Providers*. This assessment-based certificate program satisfies the main PLM education requirements of small and large enterprises. The program 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. The Private version of the program provides organizations with a comprehensive series of educational seminars that may be tailored to their specific industry and/or topical needs.

The PLM Executive Short Course is delivered through two right-sized education sessions. Each session is 3.5 hours in duration. Furthermore, the intent is to tailor the delivery of the program's content, within the given time restrictions, to address any specific issues impacting the attendees.

> *"Very worthwhile, will definitely help move our own PLM initiative forward."*—Allen Heindel, Crown Equipment Corporation

The PLM Executive Short Course is delivered in one business day. The day runs from approximately 8:30am to 4:30pm with one mid-morning break, a lunch break, and one mid-afternoon break.

The short Course includes a combination of lectures, industry case studies, and group discussions.

Successful completion of the course leads to an *Executive Certificate of PLM Leadership* and 0.6 CEUs.

Target Audience
The target audience for the PLM Executive Short Course includes, but is not limited to:

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

Additionally, the PLM Executive Short Course has been designed to be industry independent. However, industry-specific content (e.g., examples and cases studies) are included. Additionally, the

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

course may be held in conjunction with a 5-day PLM Certificate Program.

Course Outline

- A Comprehensive Introduction to PLM
- The Main Elements of a PLM Solution
- The Expanding Reach of PLM
- Today's Trends & Challenges Impacting PLM
- An Introduction to the PLM Commercial Landscape
- The Benefits of PLM
- Best Practices for PLM Strategy Definition & Solution Selection
- Best Practices for PLM Deployment, Monitoring & Continuous Improvement
- The Importance of Organizational Change
- The Six Key Success Factors

Course Delivery

A team of internationally experienced, senior-level CIMdata consultants will deliver all course material in English. All presentation materials are provided to each participant in a printed notebook, as well as in a fully searchable PDF on a USB thumb drive.

> *"Wish I had this BEFORE we implemented our PLM solution. It will be good for continuous improvement."*—Anonymous

Pricing

The PLM Executive Short Course cost is calculated per student per company represented. Pricing is as follows:

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

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

Notes

- Any travel expenses incurred by participants are the responsibility of the attendee and are not handled by CIMdata.
- Private courses are available for companies that would like the courses to be customized for their employees.

About CIMdata

CIMdata, an independent worldwide firm, provides strategic management consulting to maximize an enterprise's ability to design, deliver, and support innovative products and services by identifying and implementing appropriate digital initiatives. For nearly forty years, CIMdata has provided industrial organizations and providers of technologies and services with world-class knowledge, expertise, and best-practice methods on a broad set of product lifecycle management (PLM) solutions 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.