# CIMdata Leadership
# PLM Basics: A CIMdata E-Learning Course

## Understand PLM & Its Impacts on Business

For 40 years, CIMdata has been defining and supporting 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 Basics e-learning course as an integral part of *CIMdata Leadership*—the PLM industry's most comprehensive non-biased education offering.

CIMdata Leadership is comprised of a set of well-defined, assessment-based PLM education certificate programs, short courses, e-learning courses, and webinars. The e-learning courses are delivered through a series of web-based sessions, and have been designed to ensure that anyone with an interest in PLM is able to gain a strong understanding of key PLM concepts and industry leading best-practices.

The PLM Basics e-learning course is available to people in industrial companies, PLM solution providers, services suppliers, financial analysts, and others wanting to gain an understanding of PLM. The Leadership suite of programs are offered in a number of different configurations (see [www.CIMdata.com](http://www.cimdata.com)[1]), including e-learning as described below.

## PLM Basics

CIMdata's PLM Basics e-learning course leverages CIMdata's internationally recognized 5-day *PLM Certificate Program*. This assessment-based certificate program satisfies the main PLM education requirements of enterprises of all sizes. 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 Basics e-learning course is delivered through three self-paced, on-line educational sessions. Each session is one-hour in duration and is taken at a time that is suited to the individual participant's schedule. Each module has a related web-based individual assessment.

Successful completion of the course and associated assessments leads to a *Basic Certificate of PLM Leadership* and 0.3 CEUs.

## Benefits of CIMdata's PLM E-Learning Courses

- CIMdata's PLM e-learning courses offer you the opportunity to experience CIMdata's internationally recognized PLM education programs in a way that easily fits into your workload and schedule.

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

- Short, self-paced learning modules allow you to get your education when and where it is most convenient.

- Assessments of comprehension are completed after each module and offer participants tangible metrics of educational value.

- The format increases productivity and reduces opportunity cost.

- The course provides an independent learning opportunity.

- It can be accessed at any time and in any place.

- The course eliminates travel costs and time out of the office.

## Target Audience

The target audience for the PLM Basics e-learning course includes, but is not limited to:

- Executives & Managers (from industrial companies as well as solution providers)

- PLM program Champions and Sponsors

- Functional Directors (e.g., IT, engineering, supply chain, NPD, etc.)

- Business Process Subject Matter Experts

- Project Leaders

- Financial Analysts

- Technical Editors

- New Hires (industrial companies as well as solution providers)

- PLM Solution Provider Personnel

The PLM Basics e-learning course has been designed to be industry independent.

## Course Outline

- An Introduction to PLM

- The Elements of a PLM Solution

- Today's PLM Related Trends & Challenges

## Course Delivery

A senior-level CIMdata consultant delivers all web-based course materials in English.

## Pricing

The cost to attend this PLM Basics e-learning course is US$195.

*CIMdata Community Members* are eligible for a discount. Corporate licenses are also available. Please contact CIMdata for additional information.

## 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.