



MODULAR
management

PALMA – Model Based Transformation

Jakob Åsell | November 15, 2023

PLM Road Map™ & PDT Europe 2023

The Digital Thread in a Heterogeneous, Extended Enterprise Reality

A call for PLM Professionals to share their knowledge & experience

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Modular Management | PALMA

HISTORY

- Found 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

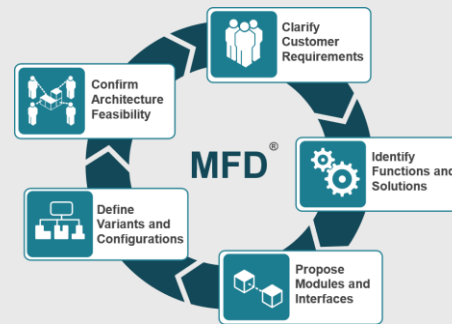
CAPABILITIES

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

EXAMPLE CLIENTS



Global Footprint, Local Expertise



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

Model Based Transformation



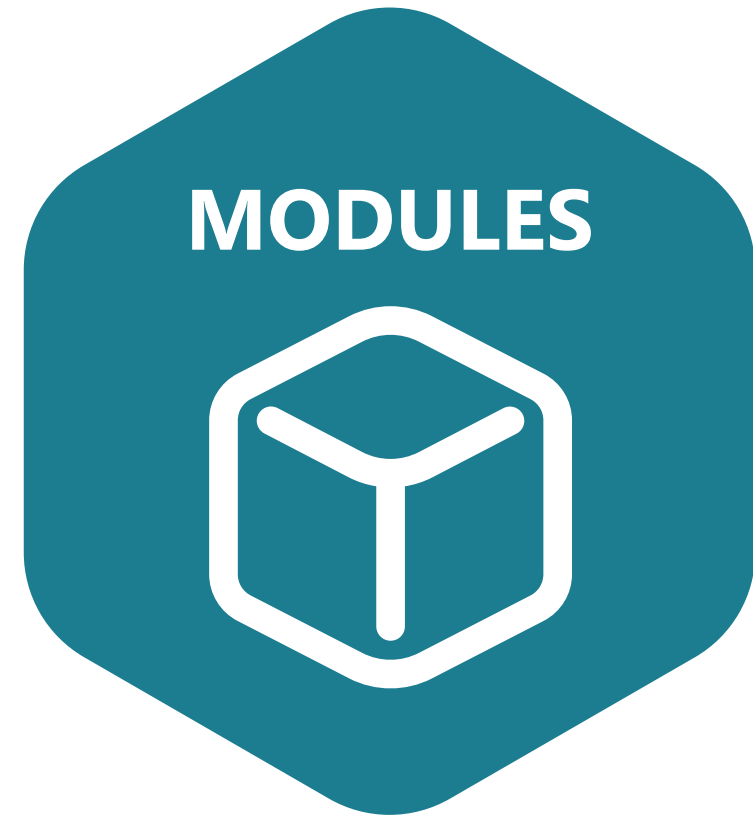
From **document-driven**, disconnected with “manual” integrations ...

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

Unified Product Information Model

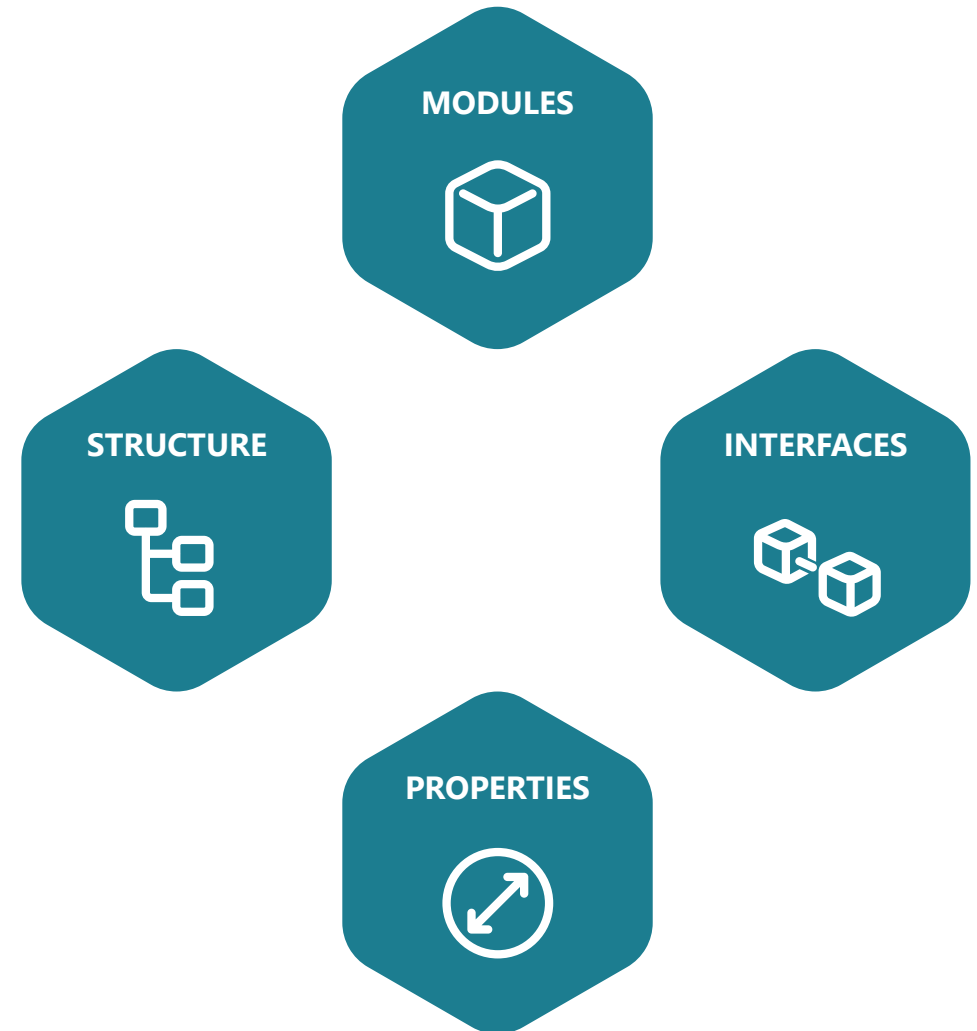
Modularity

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



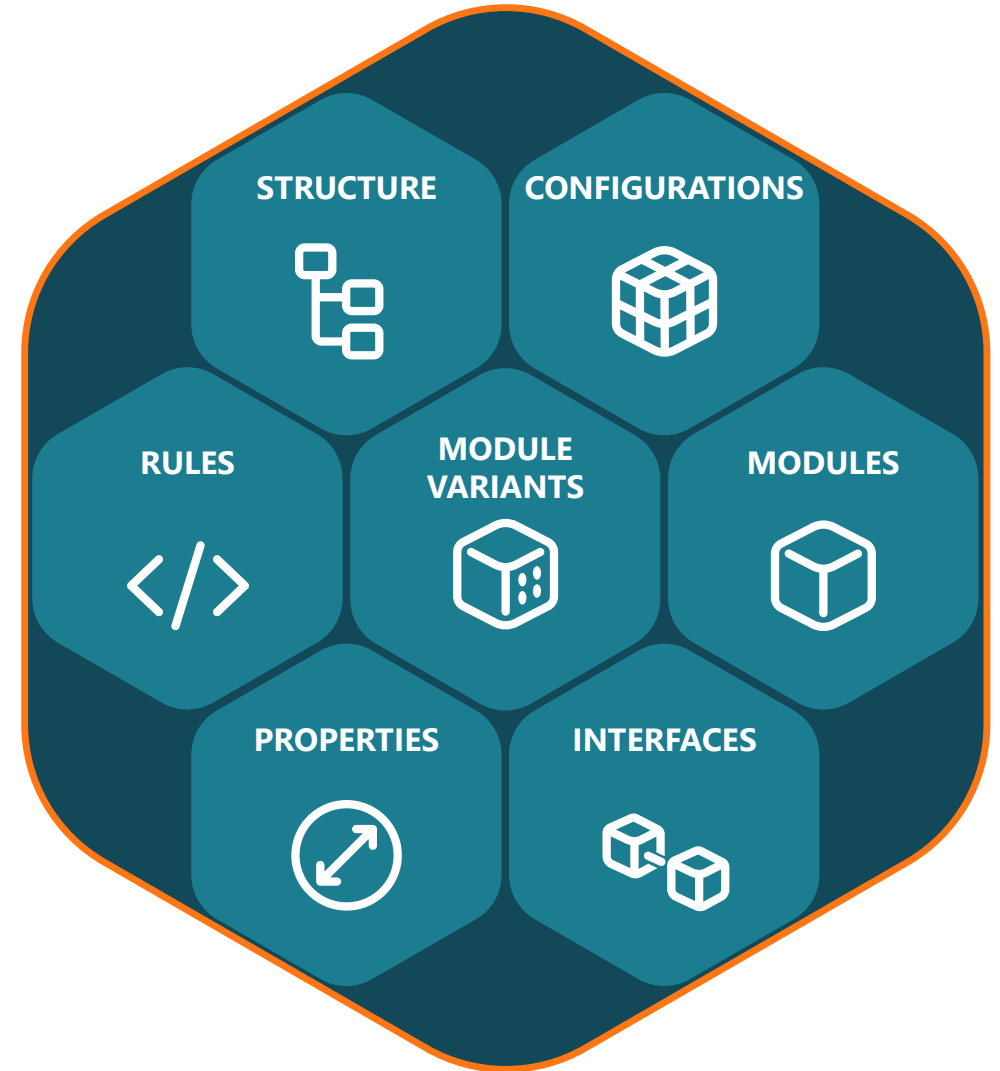
Product Architecture

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



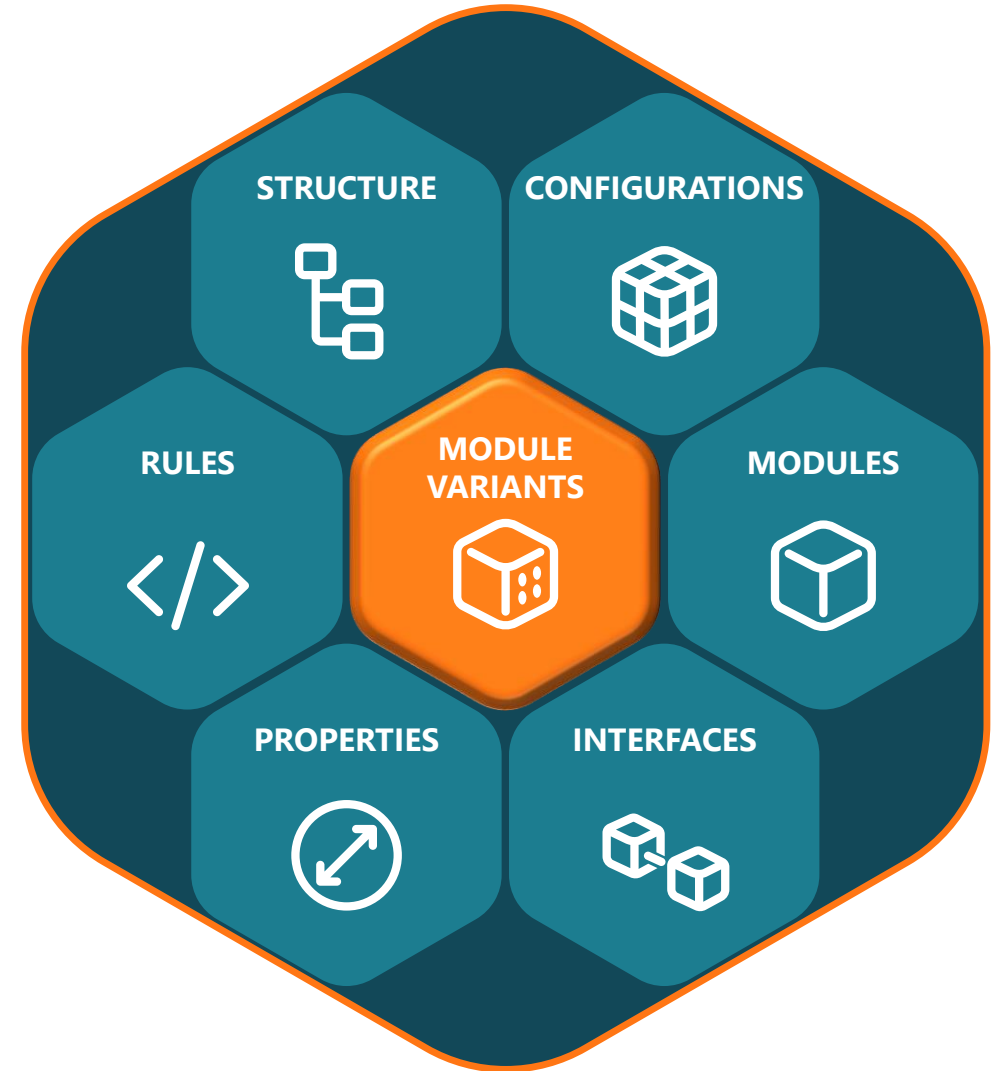
Product Architecture and Configuration

Module Variants are specified to meet users' needs and the company's business goals, along with Rules which controls Configurations.



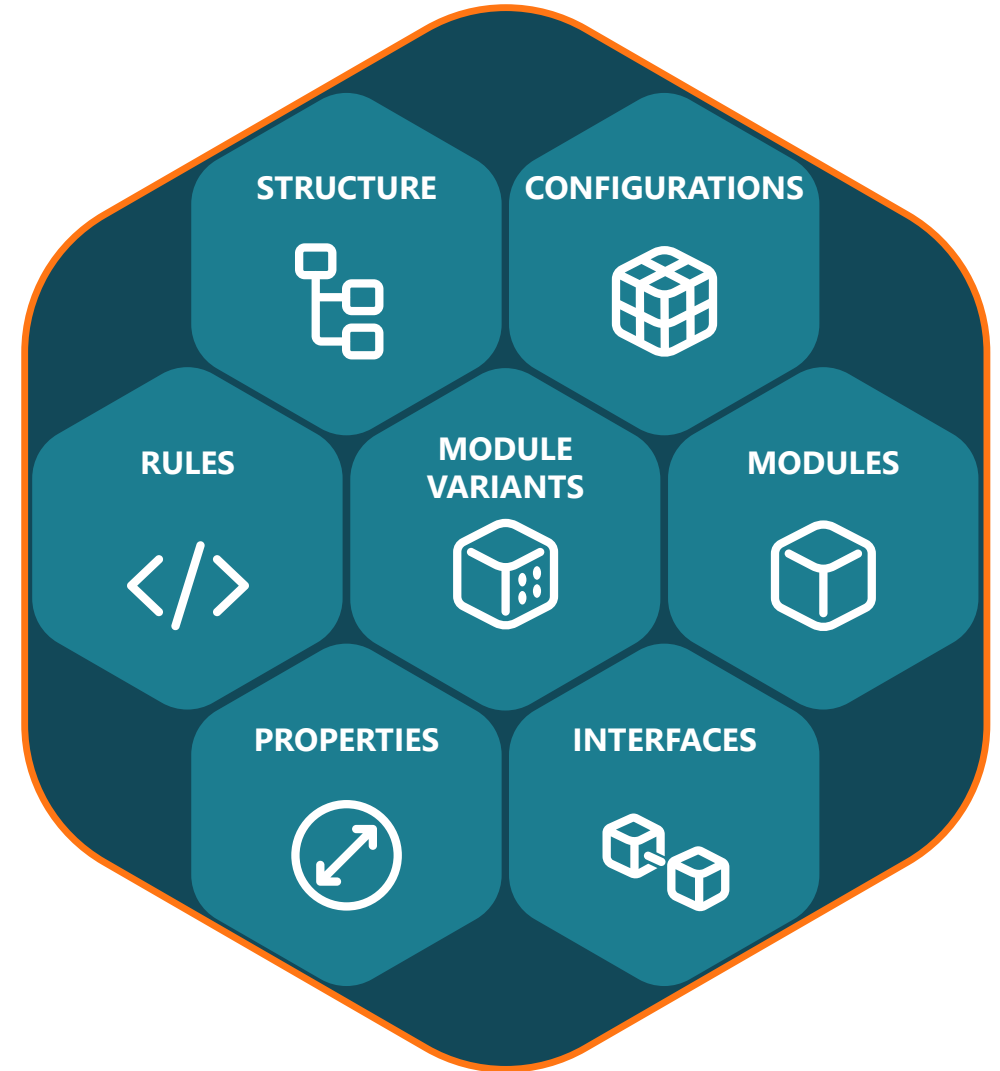
The DNA of the Product Architecture

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



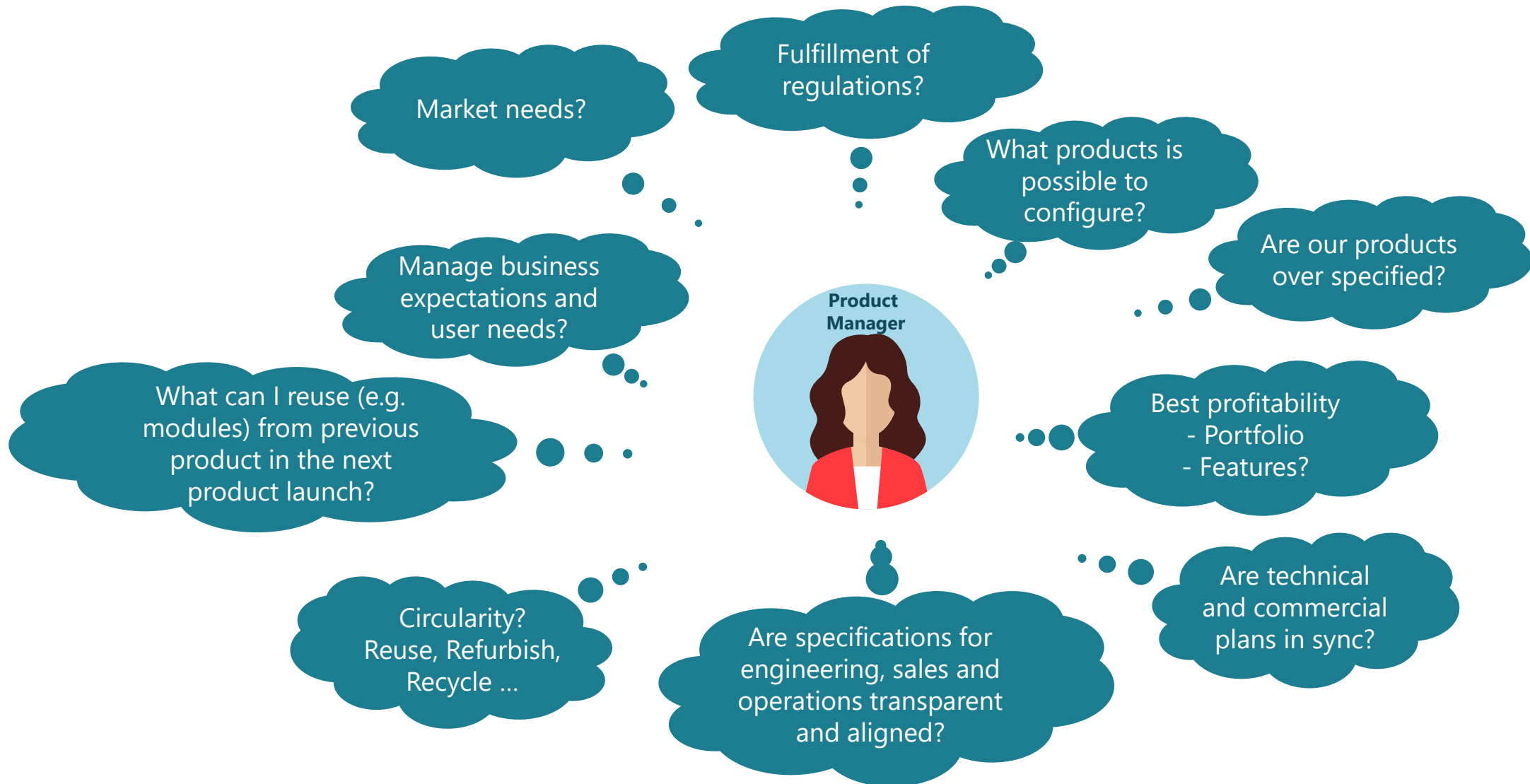
Unified Product Information Model

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

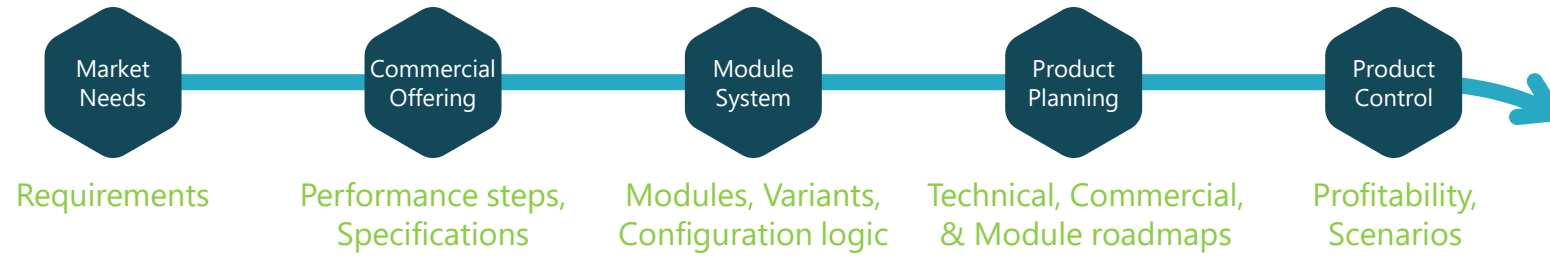


End to End Product Management

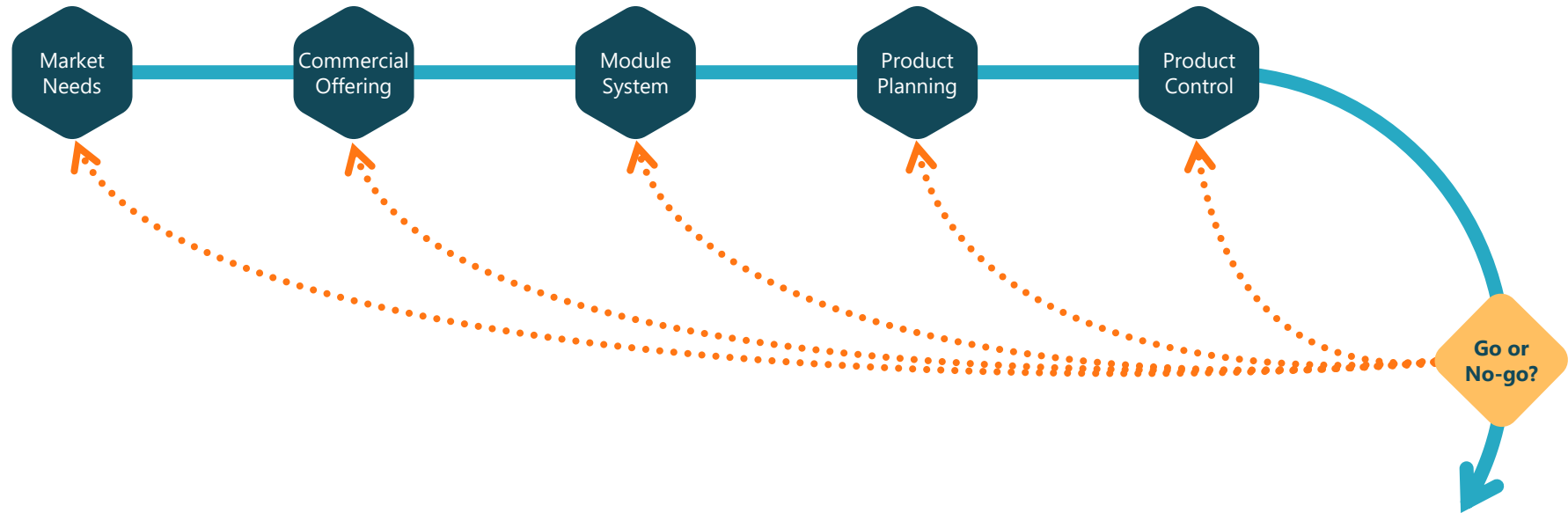
Questions for the Product Manager



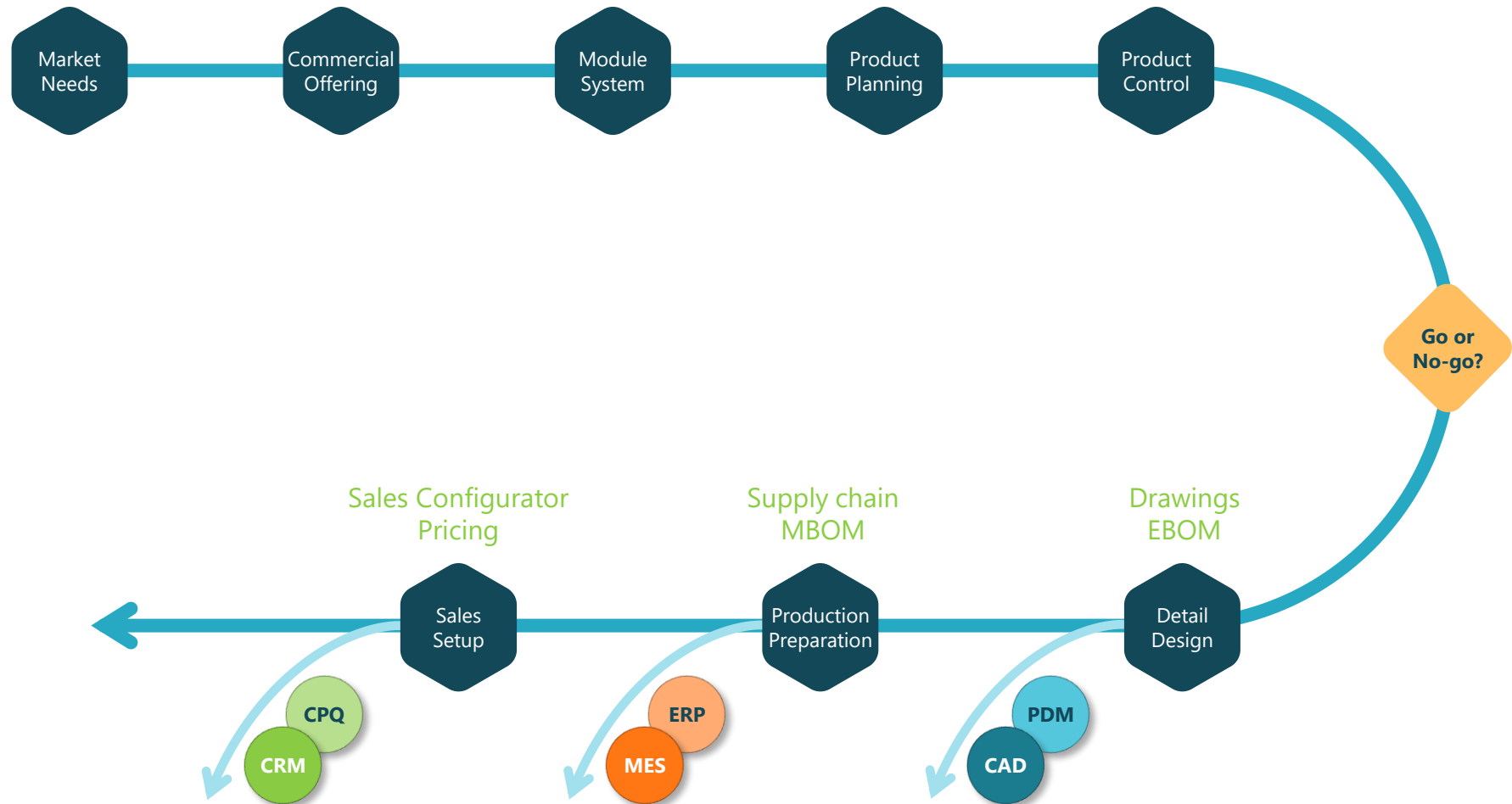
Product Management | End to End



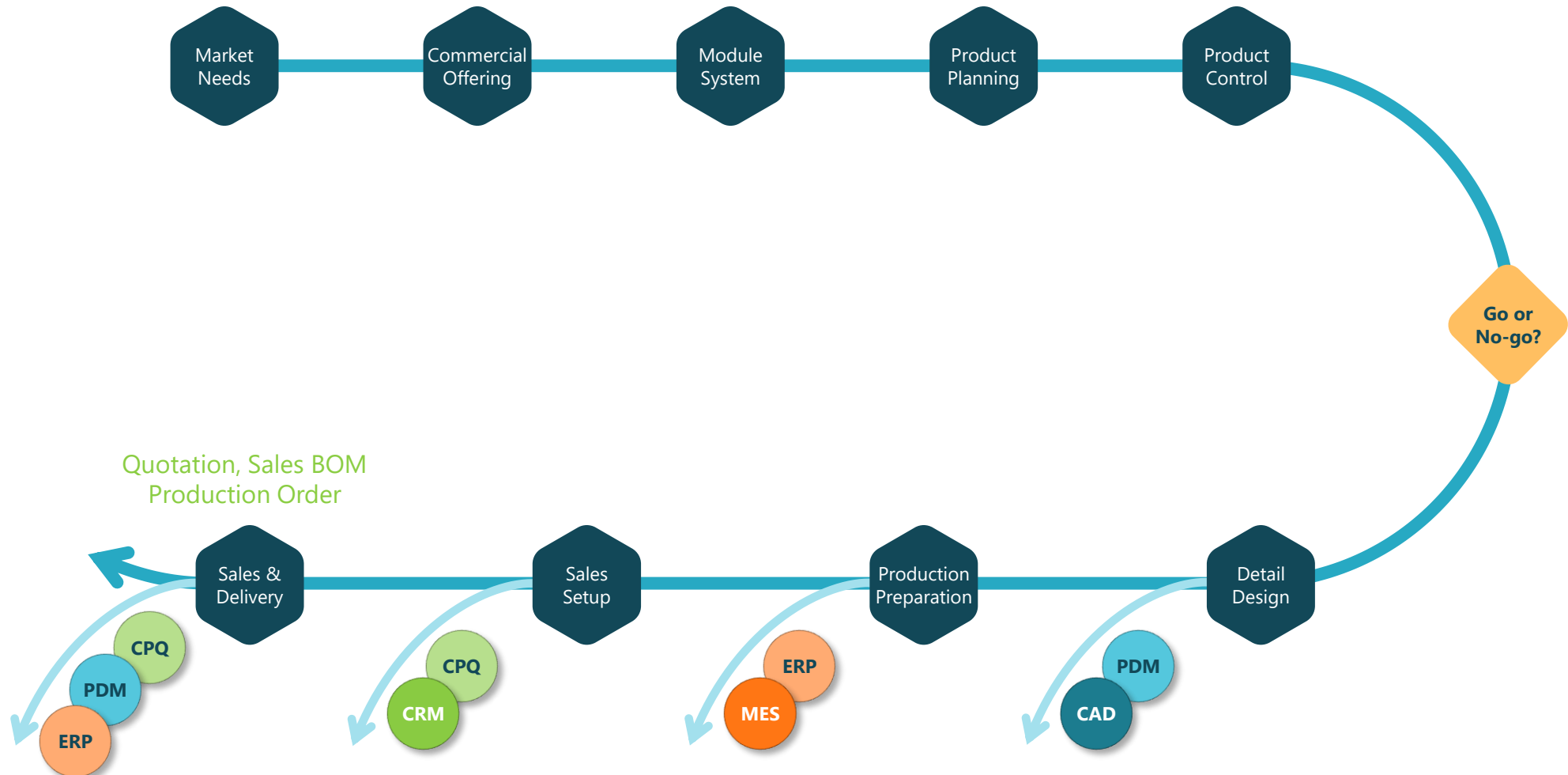
Product Management | End to End



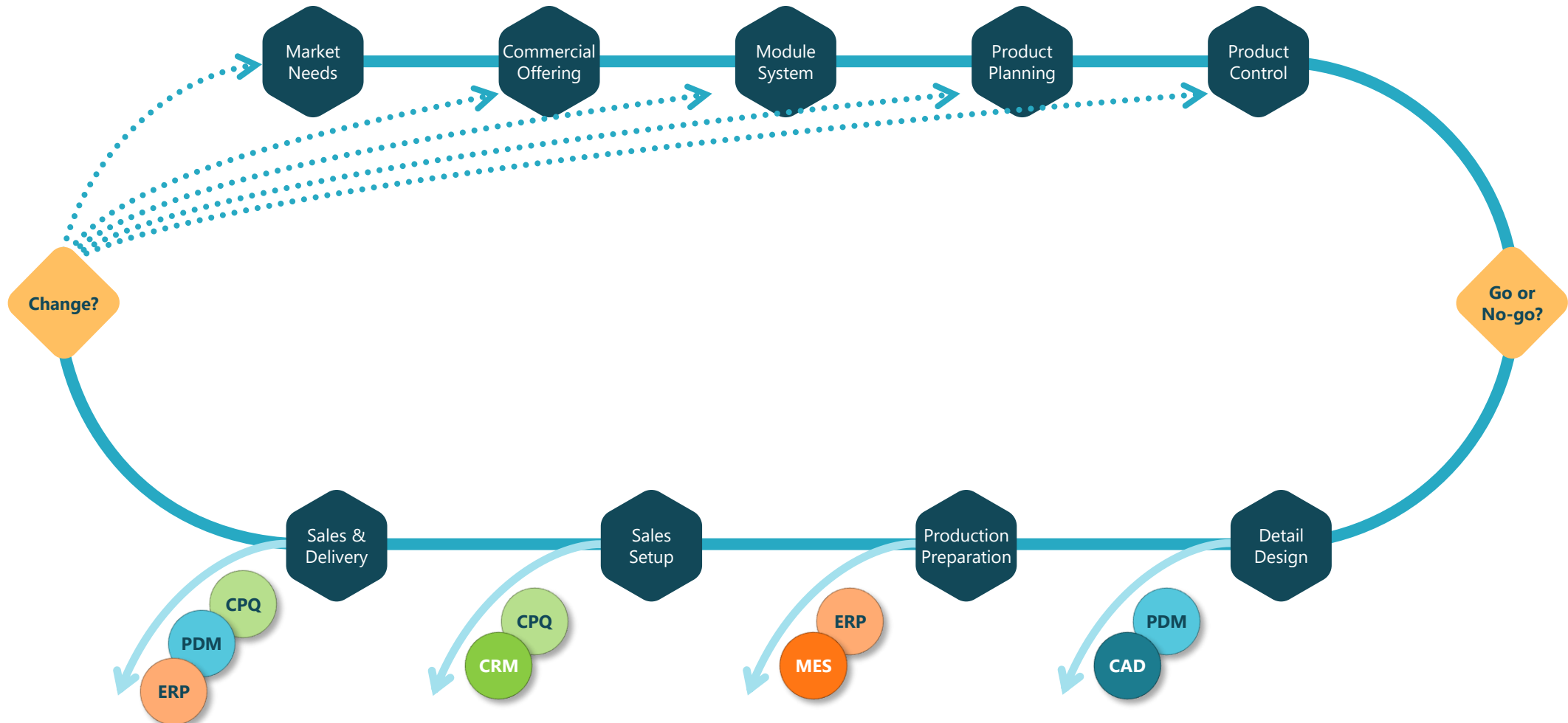
Product Management | End to End



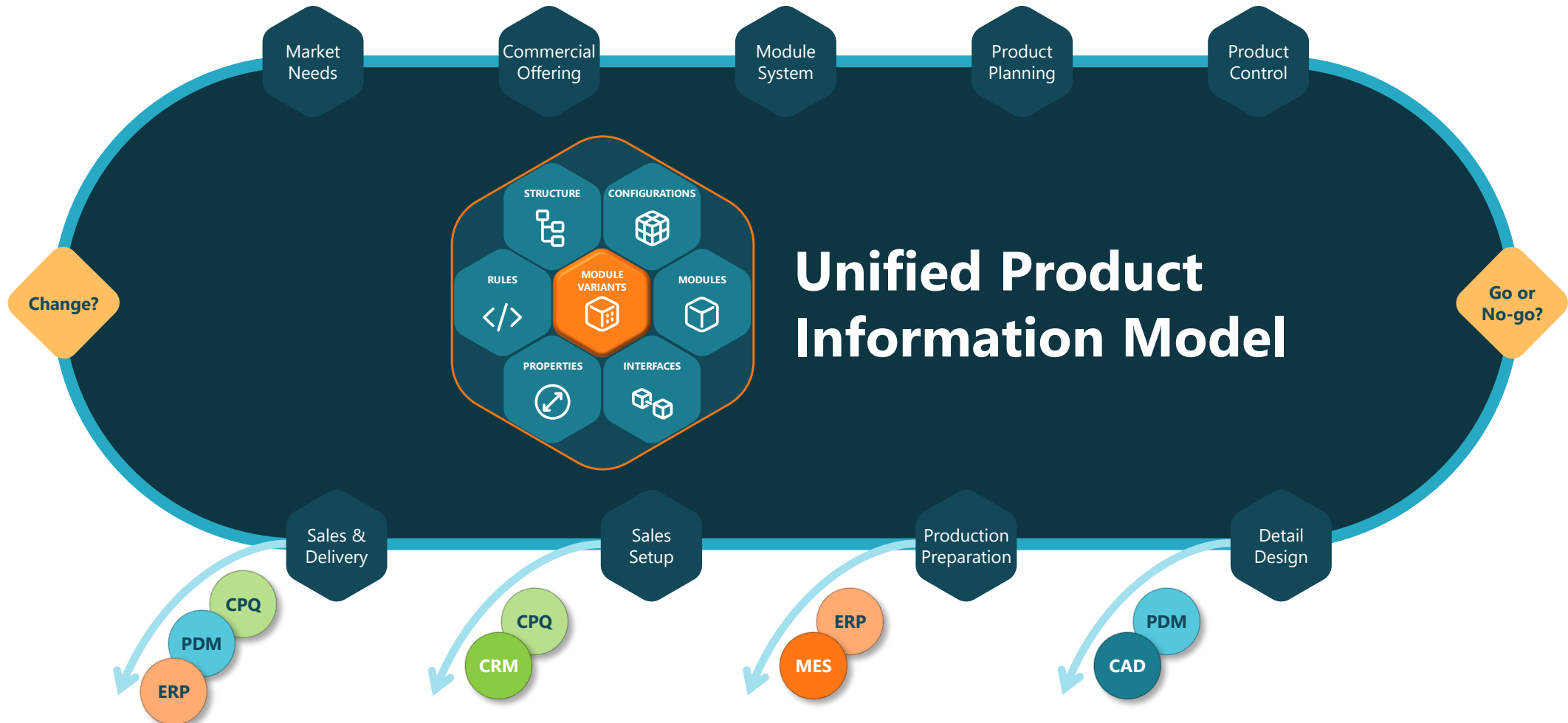
Product Management | End to End



Product Management | End to End



Product Management | End to End



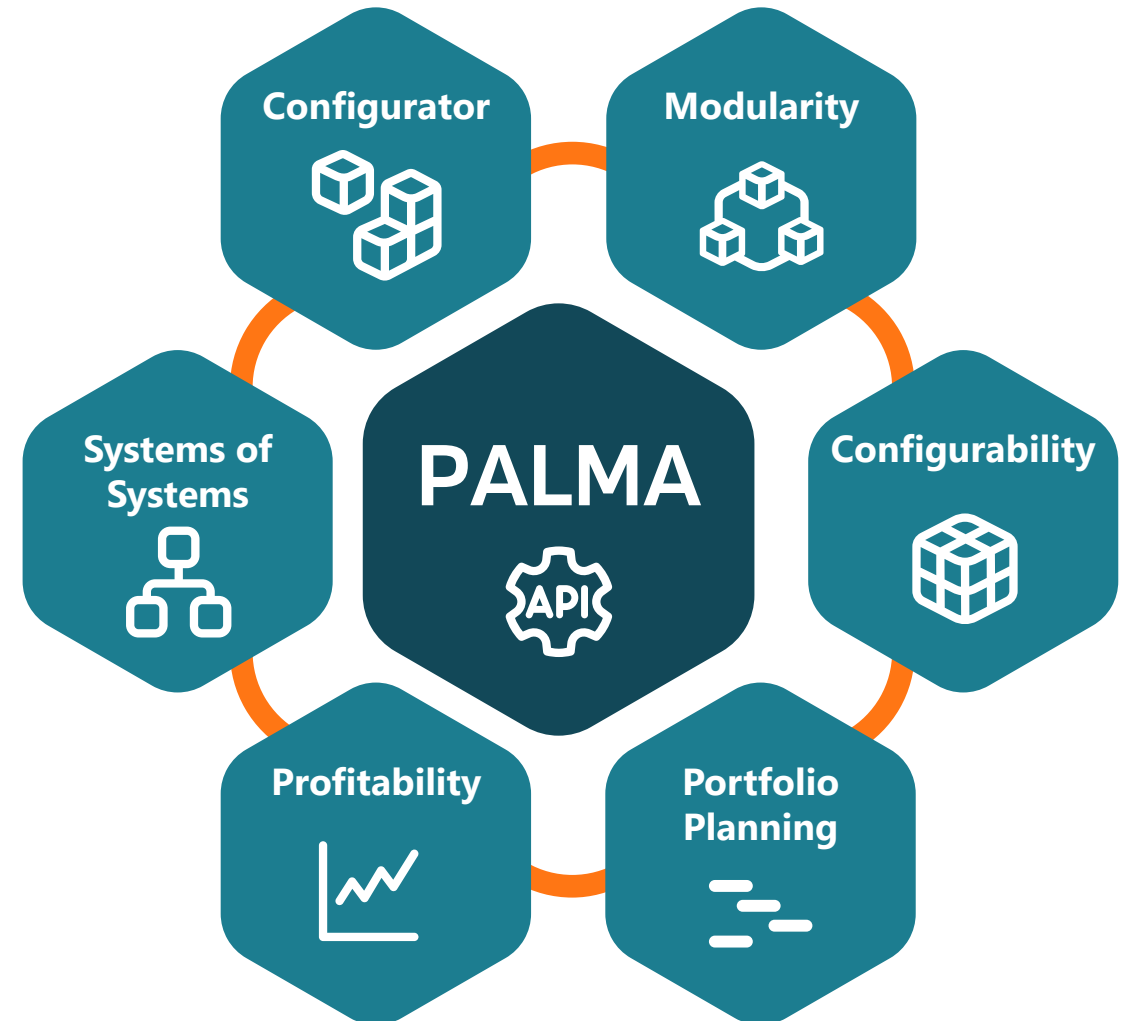
Model Based Transformation

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

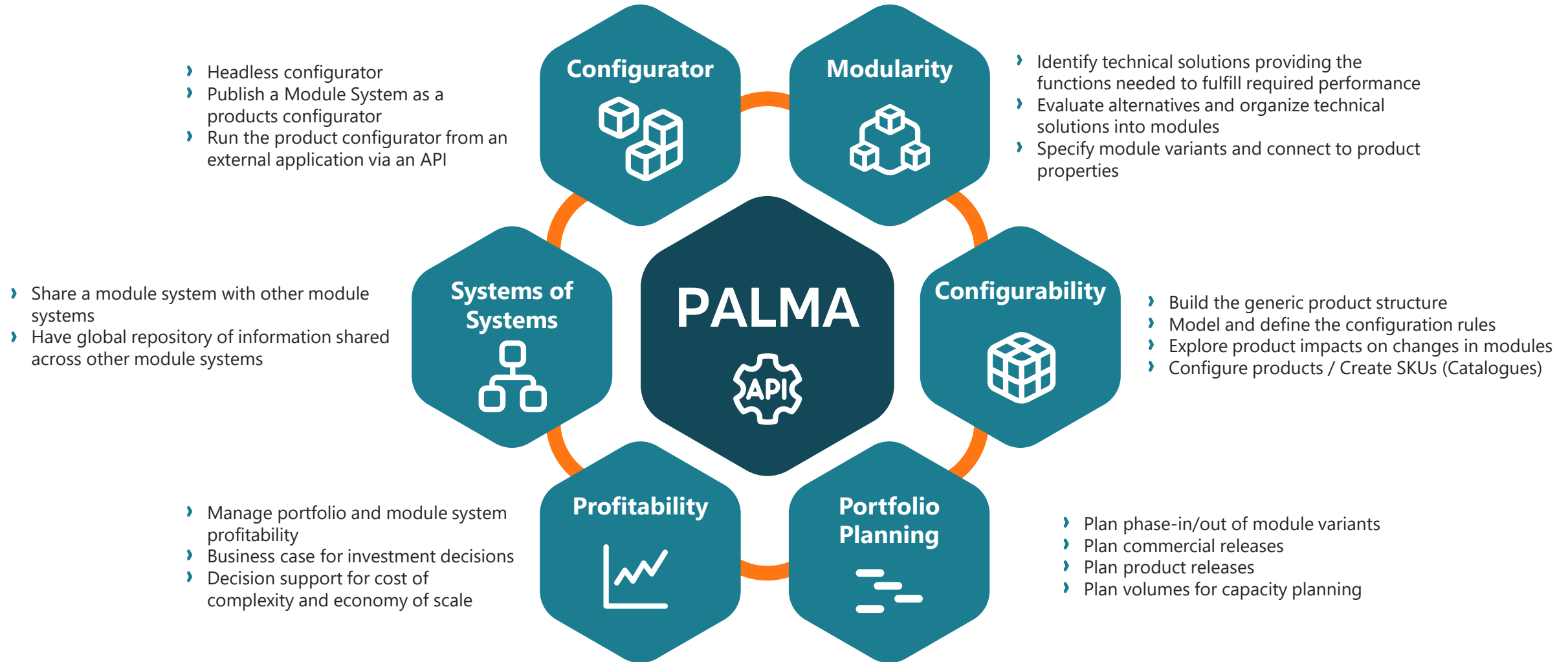


PALMA | Capabilities

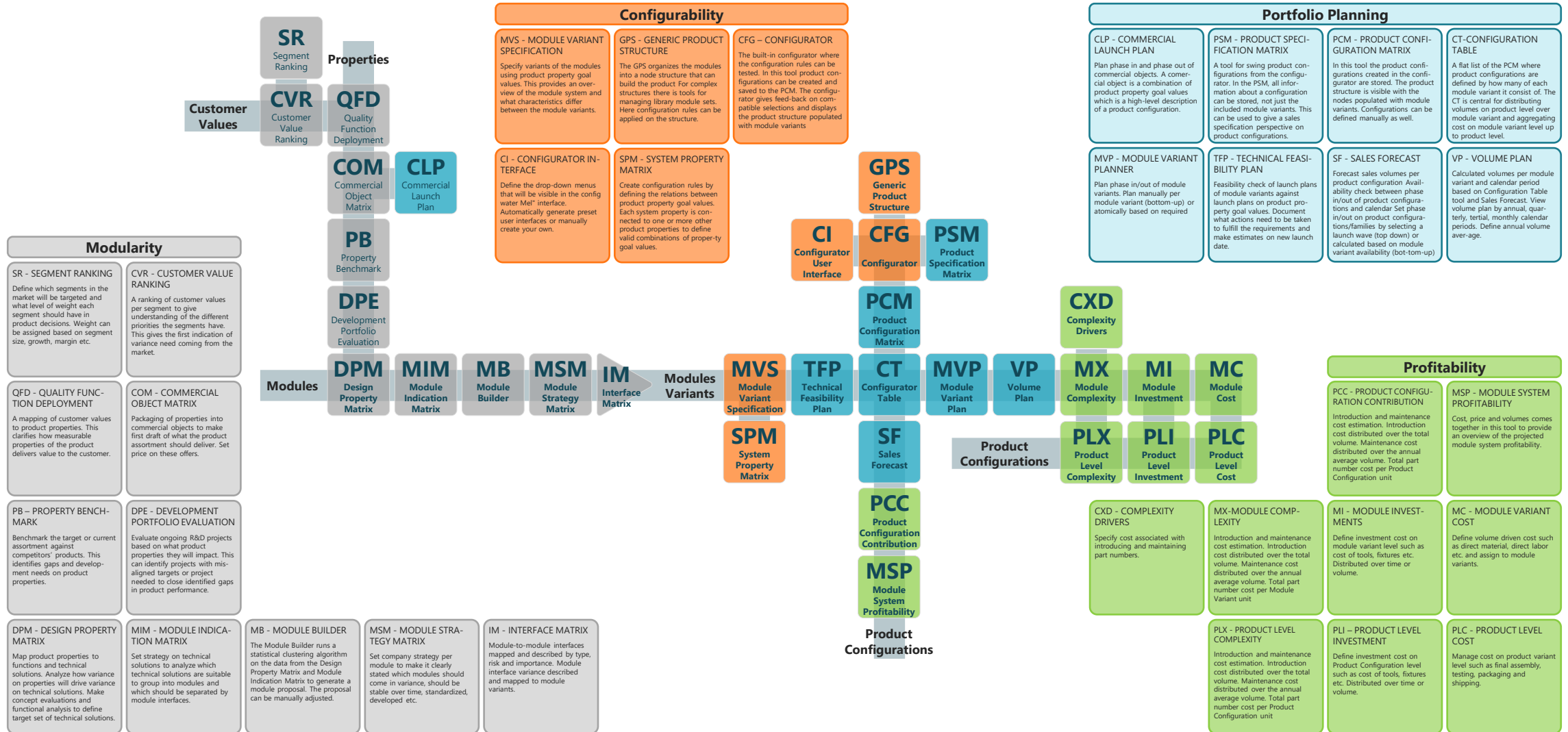


- 🌱 Suite of 40+ integrated tools
- 🌱 Composable to your roles and use cases
- 🌱 Scalable for step-wise implementation

Capabilities | Use Case Examples



PALMA | Suite of Tools



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