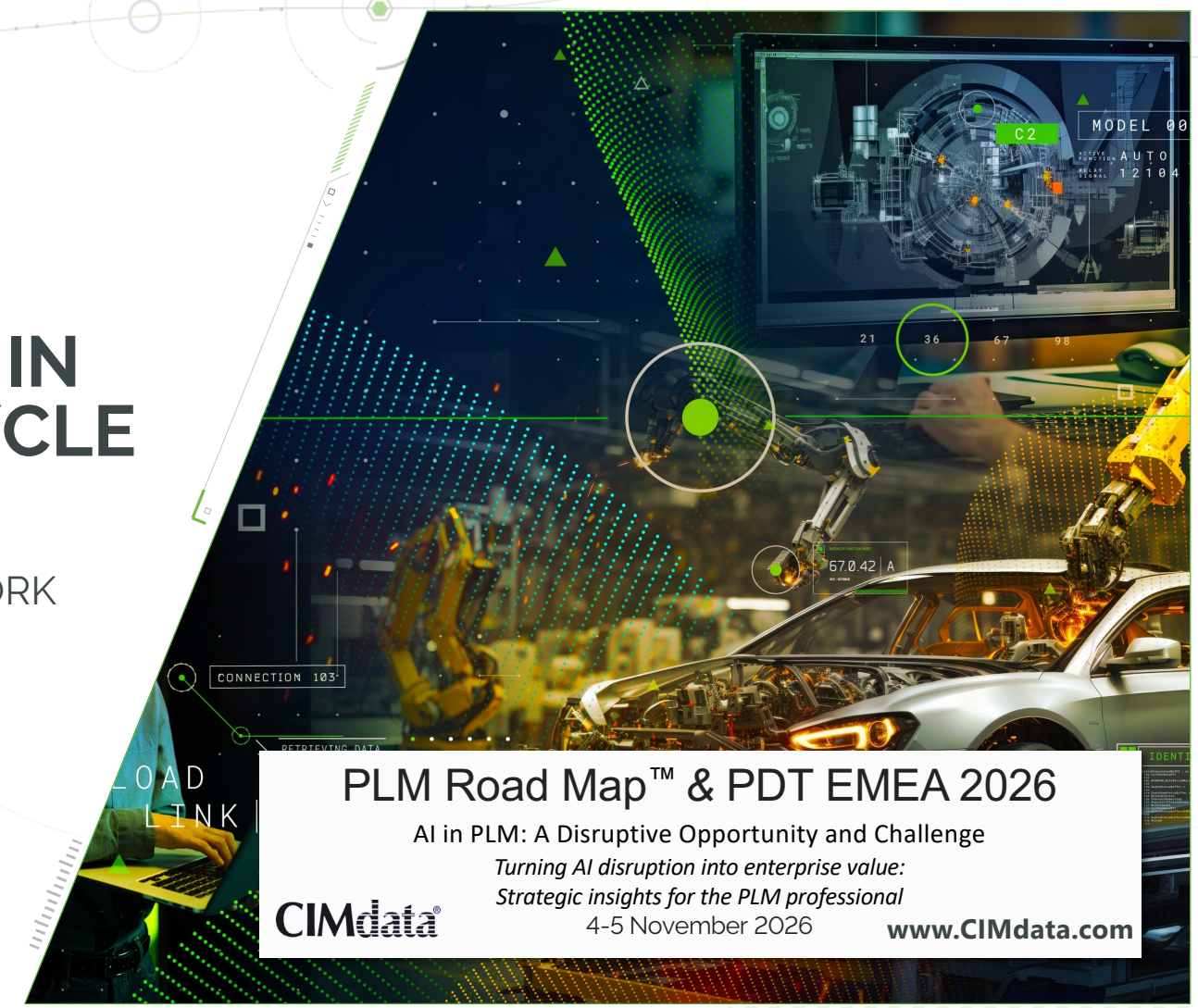
THE VALUE OF AI IN PRODUCT LIFECYCLE MANAGEMENT

A PROPOSED VALUE FRAMEWORK

Pawel Dabrowski
Business Development Executive



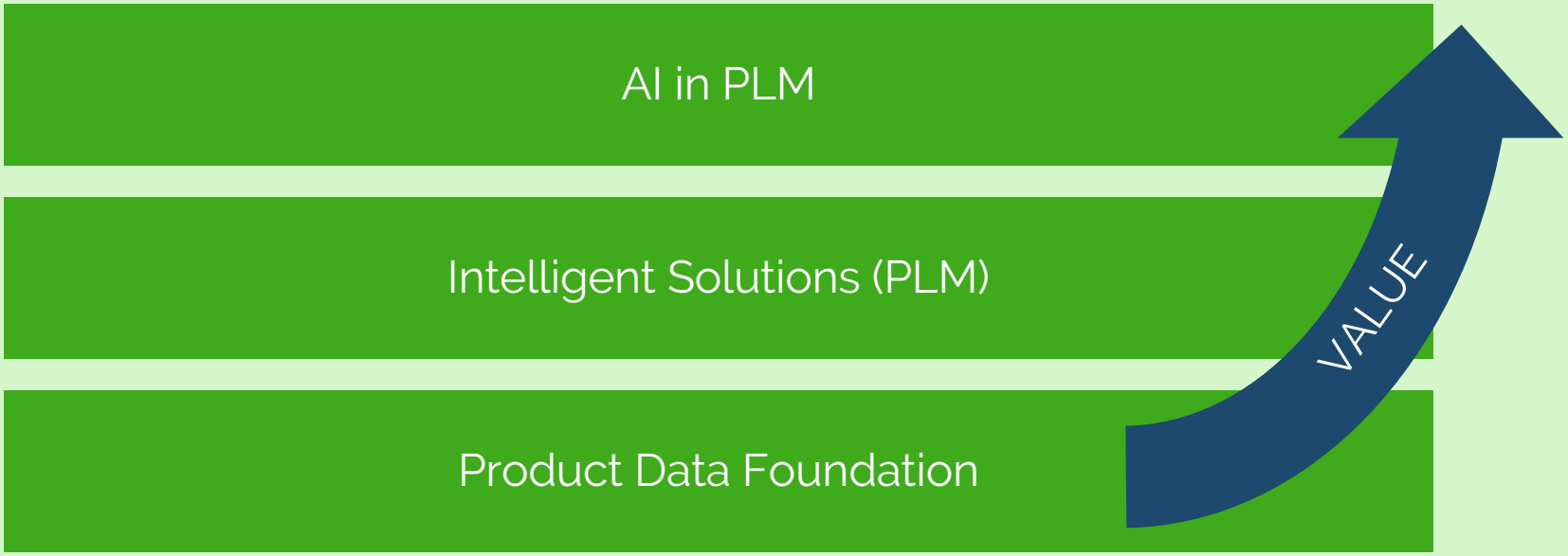
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WHAT I HEAR

*Management want us to **increase productivity by xx% with AI**!*

*We cannot invest anything in PLM right now, **all investment goes into AI**…*

VALUE FRAMEWORK FOR AI IN PRODUCT DEVELOPMENT



PDM AND PLM HAVE BEEN DELIVERING MEASURABLE VALUE FOR YEARS

Faster time to market

- Less searching, recreation, handoffs and change-cycle time.

Lower cost and rework

- More reuse and fewer late-stage changes.

Higher quality

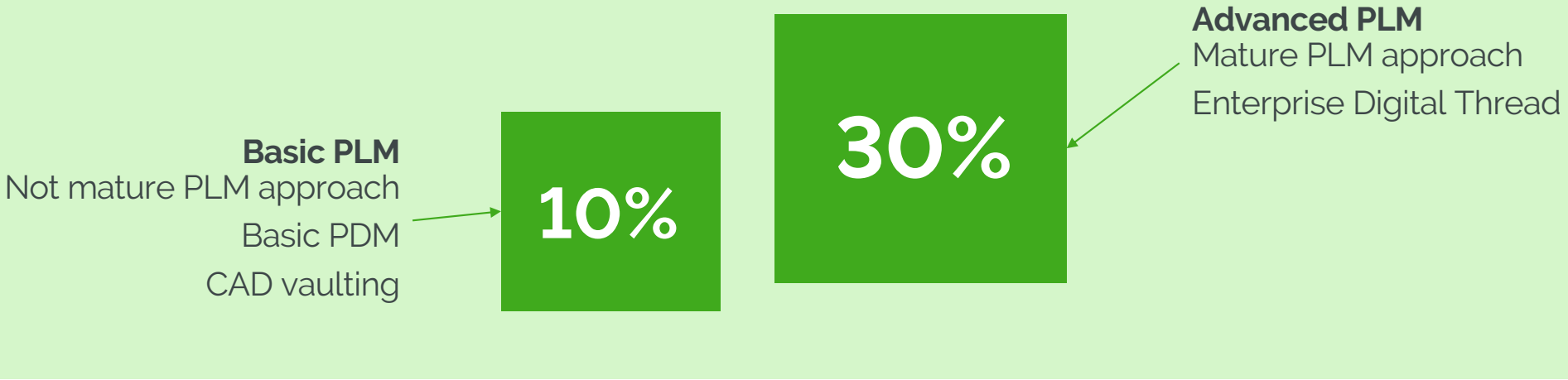
- Better traceability, configuration control and decision context.

Higher Productivity

- Task automation, more reuse, less searching

HIGHER PRODUCTIVITY

- The value of PLM is grounded in its structured data and supported processes
- Estimated productivity increases in range of 10-30%



No AI in the mix needed – this is what we've been doing for a long time
However, it should be counted towards the overall value of AI

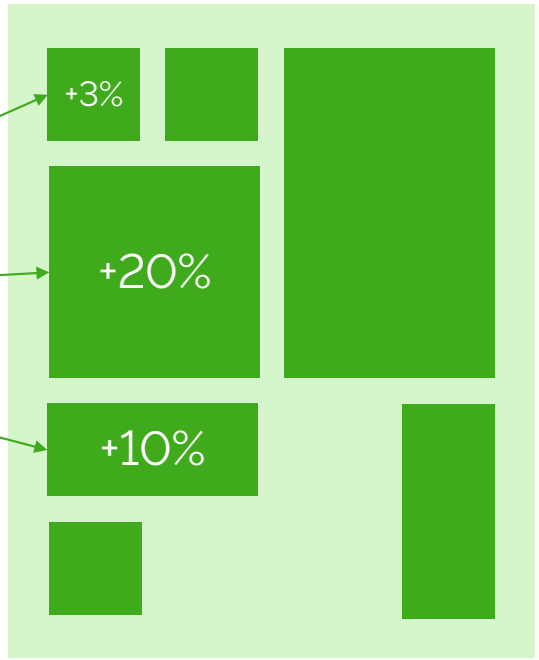
VALUE OF AI

Capability Approach

Knowledge Access

Impact Analysis

Parts Rationalization



Total Productivity improvement with AI

- Easy to calculate
- Limited "value" due to limited scope

Umbrella Approach

- Total possible value of AI making existing PLM processes more effective, E2E
- Difficult to calculate

Realistic, illustrative estimate:

Additional

5-15%

on top of already delivered productivity improvements

WHAT'S BEHIND THE ESTIMATE?

+ 5-15%

- McKinsey's 2023 analysis provides a credible umbrella benchmark (even if not a PLM-specific forecast.
- The economic potential of Gen AI



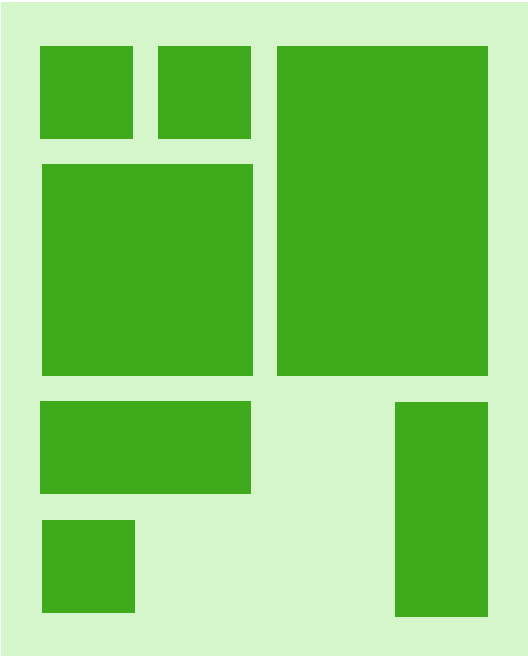
- Own analysis of what is realistic and defensible based on customer conversation
- Customer conversations

VALUE OF AI

Capability Approach

- Example: AI parts rationalization
  - Baseline the current process
  - Select directly affected metrics
  - Quantify volume, time, cost and adoption
  - Validate with a pilot

- Best for
  - investment approval
  - proof of value

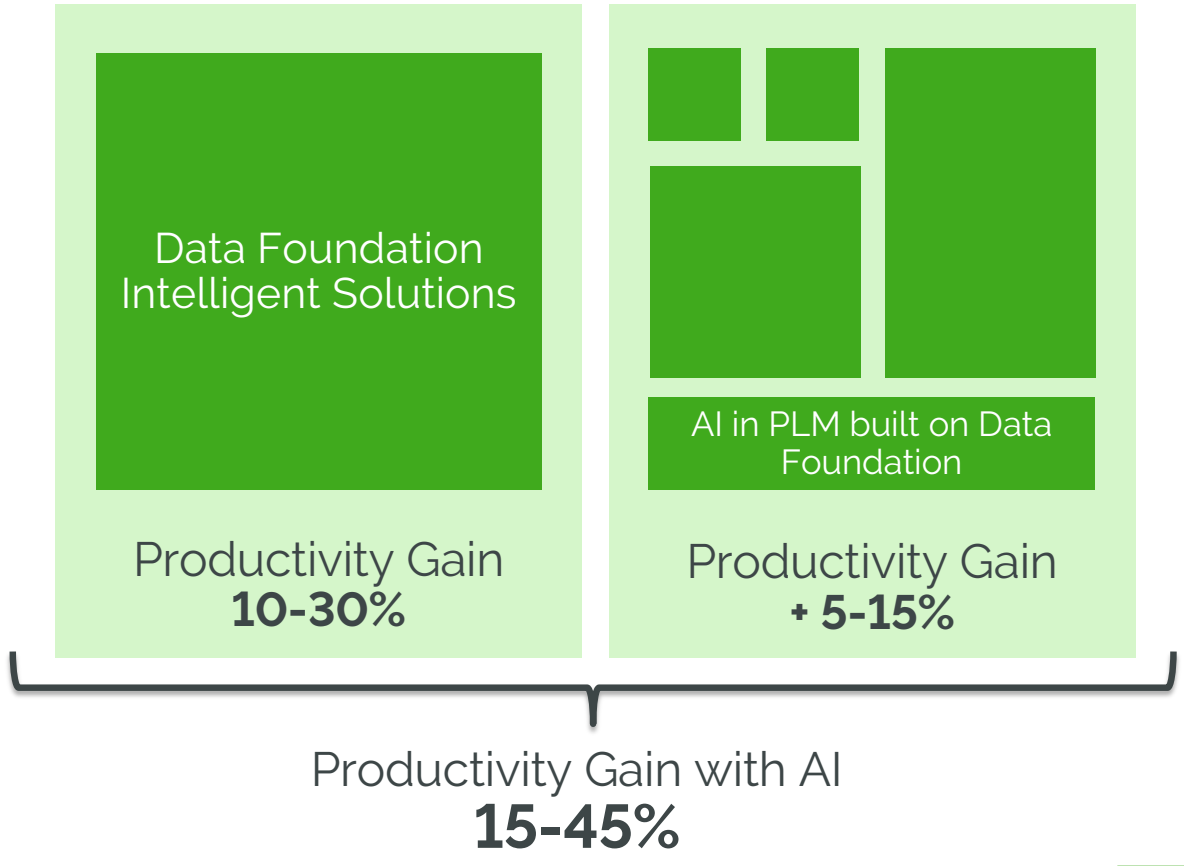


Umbrella Approach

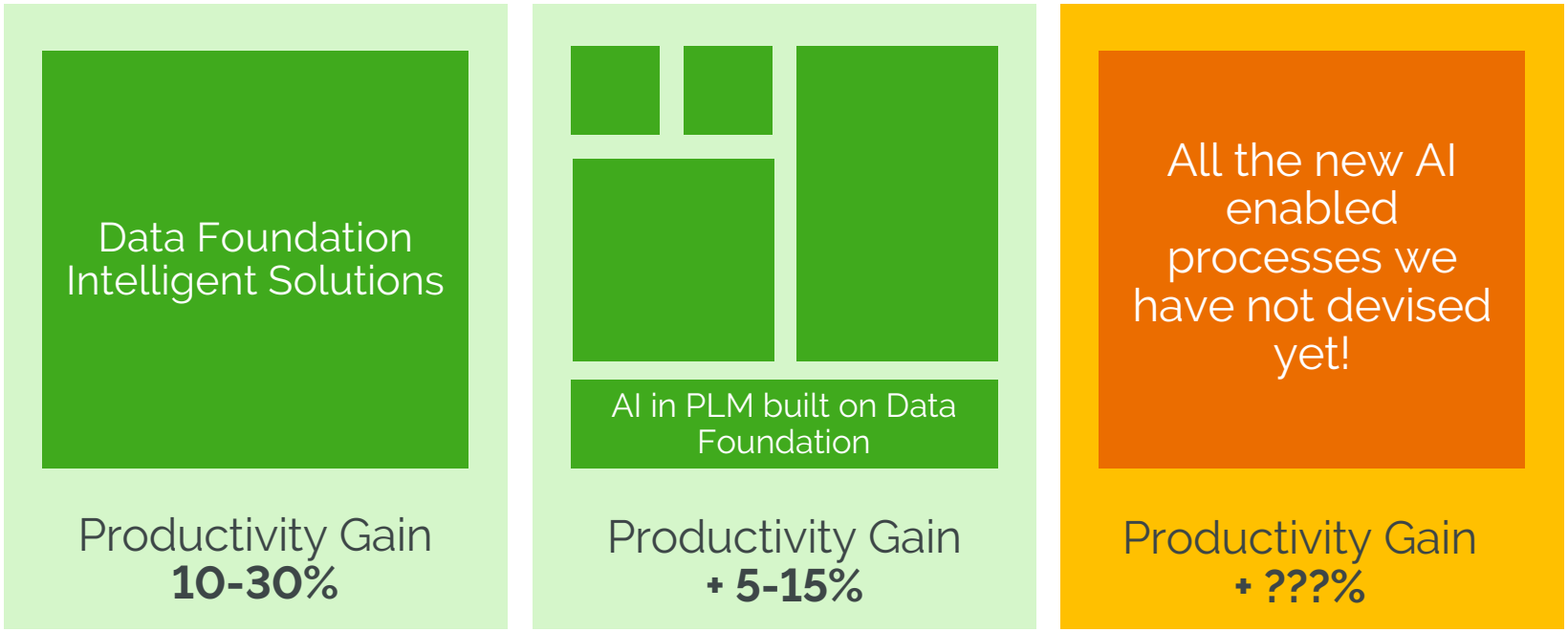
- GenAI across PLM-affected work
  - Define the addressable cost base
  - Use a scenario range, not an exact forecast
  - Separate PLM value from the AI increment
  - Explain assumptions and avoid double counting

- Best for
  - discussing strategic potential
  - roadmap discussions

BRINGING IT ALL TOGETHER



BRINGING IT ALL TOGETHER



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THANK YOU

Please give me feedback on my presentation

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