



# Product Architecture and Configuration Management

Digital transformations require the right tools for success. Equip your team with Modular Management's PALMA® to propel and enhance your product management journey.



## Core Competencies



### Market Strategy

Create the structure to understand how each module and the product platform fulfills the overall company strategy.



### Requirements

Fulfilling customer requirements is more straightforward and efficient with modular product platforms.



### Portfolio Management

Features include managing product sales forecasts, phase-in/out timings, pricing, cost of variants, investments opportunities, and more.



### Product Planning

Leverage the power of synchronized planning with the option for multiple releases to create data-driven roadmaps.

## Common Challenges before PALMA

*"Before PALMA, our data was out of control, we had no insight and very little knowledge about our product capabilities. It was a mess, and we had to rely on a handful of individuals with very long experiences to release even the smallest of changes to the market."*

The stories are similar in many manufacturing industries and companies. Initially, development was product-focused, but with added layers and increased complexities in solutions, product management has lost control of the variance and solution scope offered to clients.

The lack of coordination and disjointed communication are hurting businesses. When organizations create new products, there is often a lack of information surrounding existing solutions, leading to decision-making in a silo. The maintenance of product portfolio data erodes quickly over time, and companies' data maintenance costs are higher than ever.

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# Take Control of Your Digital Transformation with PALMA

PALMA, by Modular Management, is a product portfolio and configuration lifecycle management solution. The PALMA solution helps companies create, evolve, and operationalize modular product architectures as well as support sales with efficient and reliable product configurations. This highly intelligent platform provides a common view of a unifying modular information model that enables an unbroken digital thread across company operations. Companies using PALMA benefit from shorter lead times, better fulfillment of customer needs, and improved efficiency.

## Gartner® Recognition

In the report *Hype Cycle™ for Advanced Technologies for Manufacturers, 2023*, Gartner identified Modular Management as a Sample Vendor in the Configuration Life Cycle Management and the Mass Customized Discrete Manufactured Products categories.

A critical component of enabling true Configuration Life Cycle Management is an information model to manage the product architecture with centralized and integrated configuration rules, empowering communication and collaboration. PALMA provides well-grounded methods and tools for handling a configurable product range. This creates trust and transparency to the sales organization and the customer offering with increased variability.

Gartner recommends that organizations cultivate composable thinking to further future-proof their companies to the changing market conditions. Companies that leverage composable models in conjunction with a CLM strategy are better poised to weather the uncertainties of economic downturns, supply chain shortages, and geopolitical instability.

For more information about Configuration Life Cycle Management, PALMA or adopting a composable business model for your organization, visit [palma.modularmanagement.com](https://palma.modularmanagement.com).



*"Provides model overview & efficient data management in a user friendly way"*

- Carl S.,  
R&D System Owner,  
Capterra review



*"Everything you need for manage your portfolio in just one place: PALMA"*

- María M.,  
Modular Architecture Leader,  
Capterra review



*"Software to enable flexibility in your product"*

- Jussi S.,  
Sr Expert, Product Architecture  
Management & Modularity,  
Capterra review