



# CIMdata®

## CIMdata Leadership

# PLM Fundamentals for Solution Providers

### A PLM Short Course for Today's Leading PLM Professionals

For 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 Solution Provider Short Course as an integral part of CIMdata PLM Leadership—the PLM industry's most comprehensive non-biased education offering for today's PLM professionals.

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 targeted education sessions, and are intended to ensure that PLM solution provider personnel have a strong understanding of PLM concepts and industry leading best-practices.

The PLM Leadership short course series are available to PLM software and service providers (i.e., PLM solution providers). Additionally, these programs are offered in a number of different configurations (see [www.CIMdata.com](http://www.CIMdata.com)), including the two-day public class described herein.

## PLM Fundamentals for Solution Providers Short Course

CIMdata's PLM Solution Provider Short Course leverages CIMdata's internationally recognized 5-day PLM Certificate Program for Industrial Organizations and PLM Solution Providers. This assessment-based short course satisfies the main

PLM education requirements of PLM solution providers and their employees who are responsible for marketing, developing, selling, and delivering PLM solutions and associated implementation services. This program also provides organizations with a comprehensive series of educational seminars that may be tailored to their specific organizational and/or topical needs.

The PLM Fundamentals Short Course is delivered through three education sessions. Sessions are 3.5- to 7-hours in duration. Furthermore, the delivery of the program's content is tailored, within the given time restrictions, to address any industry-specific issues of interest to the participants.

The short course is delivered over two consecutive business days. Each day runs from approximately 8:30am to 4:30pm with one mid-morning break, a lunch break, and one mid-afternoon break.

The course includes a combination of lectures, industry case studies, group discussions, and tests (one at the end of each of the four sessions).

Successful completion of the short course leads to a Fundamental Certificate of PLM Leadership and 1.2 CEUs.

### *Target Audience*

The target audience for the PLM Solution Provider Short course includes, but is not limited to:

- PLM Product Managers
- Industry and Product Strategists
- Competitive Analysts
- Marketing Directors and Managers

- Project Managers
- Consulting Service Leads
- PLM Architects
- PLM Business Development Specialists

The PLM Solution Provider Short Course has been designed to be industry independent. However, industry-specific content (e.g., examples and cases studies) is included. Additionally, the course may be held in conjunction with a 5-day PLM Certificate Program. If so, industrial attendees may be present.

### **Course Outline**

**Day 1:** Session 1: PLM: Key Concepts & Learnings

**Day 2:** Session 2: PLM Benefits & Potential Value  
Session 3: PLM Strategy & Solution  
Definition

### **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.

### **Pricing**

The 2-day PLM Solution Provider Short Course cost is calculated per student per company represented. Pricing is as follows:

- First student sent by a specific company—US\$1,750

- Students #2 through #5—US\$1,600 each
- Students #6+—US\$1,325 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 certificate courses are available for PLM solution providers 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 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](http://www.CIMdata.com) or email [info@CIMdata.com](mailto:info@CIMdata.com).