



Product Lifecycle Management

An innovative two day course developed by
Purdue University and The University of Arizona



September 21 & 22, 2006

Purdue University
Stewart Center

West Lafayette, IN 47907


(765) 494-7231 <http://www.conf.purdue.edu/>

March 2007, Phoenix AZ (dates & location TBD)

Overview

This course will present the latest material on PLM and its impact on the organization. The course will consist of an overview of the current thinking on the principles, strategies, practices, and applications of Product Lifecycle Management followed by an in-depth look at specific areas of PLM that are the focus of today's innovative organizations. This course will present both the conceptual underpinnings of PLM, along with the newest industry views on PLM applications. There will be a particular emphasis on initiating PLM projects at the beginning of the lifecycle in engineering and manufacturing and its impact on the rest of the organization. The course will also present frameworks to provide economic justifications for PLM projects and explain the pitfalls of a piecemeal approach to PLM.

About Product Lifecycle Management



Product Lifecycle Management is an integrated, information driven approach to all aspects of a product's life from its design inception, through its manufacture, deployment and maintenance, and culminating in its removal from service and final disposal. PLM encompasses numerous constituencies, including engineering, manufacturing, and sales and marketing and numerous processes, including design, manufacturing, in-use product information, supply chain, and customer support.

PLM differs from previous product orientations in that it emanates from two underlying and comprehensive perspectives. The first is that every product and process has one or more math or data-based equivalents, which can be searched and manipulated quicker and easier than the physical products and processes themselves. Designers can search through parts libraries and model parts for fit and function without touching a physical part. Manufacturing engineers can simulate plant floor processes without rearranging a single piece of equipment.

The second perspective is that, by linking these math-based representations with their physical counterparts for the life of the product, information will not be isolated and fragmented, but will be continually useful, even after the product has left the factory. Examples of this are that in-use information can help product designers understand whether their products really performed as required or that the information about a part's raw materials will be available when it comes time to determine how to recycle that part at the end of its life.

Program Instructors

Dr. Michael Grieves is the author of *Product Lifecycle Management: Driving the Next Generation of Lean Thinking* (McGraw-Hill, 2006). Dr. Grieves has over thirty-five years experience in the information technology industry. He has been a senior executive at both Fortune 1000 and entrepreneurial technology organizations, including being the founding CEO of a public computer services company. Dr. Grieves is the Director of Industry research at The University of Arizona MIS Department. Dr. Grieves is also a principal in the international management and IT consulting firm of Core Strategies, Inc. He received his doctorate from Case Western Reserve University.

Dr. Mileta Tomovic is Furnas Professor of Enterprise Excellence, College of Technology, Purdue University. He received MS in ME from Massachusetts Institute of Technology and PhD in ME from the University of Michigan. Dr. Tomovic is director of Digital Enterprise Center, co-director of PLM Center of Excellence, and Special Assistant to Dean for Advanced Manufacturing. He has co-authored textbook on materials and manufacturing processes, published over 60 papers focused on design and manufacturability issues, and presented at various national and international conferences.

Dr. Mohan Tanniru is Salter Distinguished Professor of Management and Technology and the MIS department head in the Eller College of Business and Public Administration at the University of Arizona. He received MS in EE and MBA from University of Wisconsin System and Ph.D. in MIS from Northwestern University. Prior to his joining UA in 2003, he was the director of the Applied Technology in Business Program at Oakland University from 1997-2002. As ATiB director, he coordinated over 200 projects with 45 companies such as GM, DaimlerChrysler, EDS, Lear, Comerica and Compuware. He has published over 75 articles in various journals, books and conference proceedings, and has presented at various national and international conferences. He was a consultant to Proctor & Gamble Pharmaceuticals, Carrier- UTC, Bristol Myers Squibb, and Tata Consultancy Services of INDIA and Tata Infotech. He is a member of ACM and AIS organizations.

Course Content

Introduction to PLM

- What is PLM
- Reasons for adopting PLM strategies and methods
- Building a business case justification for PLM
- PLM's impact on corporate strategy, structure and operations
- Readiness assessment for PLM
- Implications for current IT strategies and systems
- Challenges to implementing PLM
- Globalization considerations for PLM
- General strategies and principles for the successful implementation of PLM

Collaborative Design & Digital Manufacturing

- Integrated product design and validation product development process
- Management of collaborative digital design manufacturing process planning
- Knowledge based engineering

Product Information Management

- Data inter-operability across organizations
- Knowledge asset management in collaborative environment
- Managing disruptions in supply chain using process templates
- Integrating in-use information in product redesign

Global Teams & Change Management

- The role of teams in a PLM environment
- Design collaboration and global teams
- Building and maintaining a high performance team
- Project management in a team environment

Who Should Attend

All industries that have tangible products need to understand PLM. Professionals who have responsibilities in engineering, manufacturing, or information systems or who have strategic planning responsibilities at the corporate or divisional levels will benefit from an understanding of PLM and its implementation.

Program Format and Location

The two-day program will be conducted in Stewart Center, room 218 & will cover the following areas:

Day 1 – Morning Session: Introduction to PLM

Day 1 – Afternoon Session: Collaborative Design & Digital Manufacturing

Day 2 – Morning Session: Product Information Management

Day 2 – Afternoon Session: Global Teams & Change Management

Course Benefits

- Enable participants assess, prepare, and plan for the role of PLM within their own organizations
- Review new developments in PLM within the context of practical applications
- Prepare participants to critically evaluate PLM component usefulness within a comprehensive framework

Course Hours:

8:30–5:00 pm (registration at 8:00 am, in Stewart Center)

Lodging:

Hilton Garden Inn West, W. Lafayette, IN (765) 743-2100 ○ Holiday Inn Select, Lafayette, IN (765) 423-1000

Cost: \$1,200 (includes breakfasts, lunches and break refreshments for both days, plus dinner on day one.)

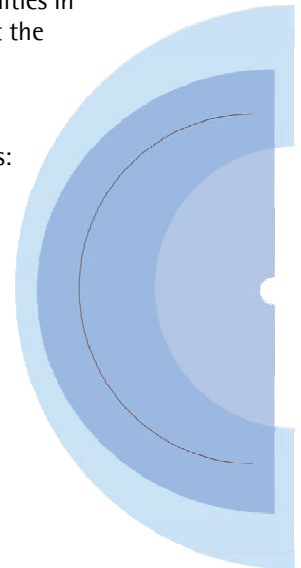
Registration:

Please visit the Purdue University Conferences website at: <https://www.conf.purdue.edu/>

Or contact:

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PLM Product Lifecycle Management

An innovative two day course encompassing
the impact of PLM on corporate strategy,
structure & operations

