

performance and excellence for PLM with right-fit application management

Product Lifecycle Management (PLM) is one of the core processes for manufacturers. Because it deals with design and enhancement of what companies do best: their products. PLM plays a key role in helping manufacturers to stay competitive in a market that is changing fast, enabling them to meet customers' constantly evolving demands. IT applications not only give vital support to this core process, they also drive and enable change by opening access to industry best practice and to improving the way products are designed and constantly adapted to markets' expectations.

There is intense and growing pressure on manufacturers in all sectors to:

- ▶ Bring products to market faster
- ▶ Respond more flexibly to changing demand from the market
- ▶ Move towards mass customization of products for better customer targeting
- ▶ Enable collaboration across complex value chains
- ▶ Manage resources and costs better to meet tougher regulations and keep costs under control.

PLM enables fast joint working between often widely-separated research & development teams, and is the key to the more agile, globalizing manufacturing that has now become the norm. Yet managing PLM effectively remains a significant challenge, even for the largest enterprise, and requires a high level of partnership in order to maximize investments and drive real competitive advantage.

Comprehensive vision

PLM is not simply a software, it also requires changes to organizational structures, operational processes, culture and behaviour, both inside the company and within its extended ecosystem of partners. PLM introduces new forms of collaboration, data-sharing and ultimately joint working on the same objects, either virtually or physically. Implementing PLM, therefore, simply marks the start of a longer journey, in which potential can be explored, opened up and delivered.

This "journey" does not end as soon as the solution is well up and running. On the contrary, this is one of the key moments since a PLM system can not achieve its full potential unless it is managed and maintained in order to align with the changing strategies and business ambitions of a manufacturer.

It must also be tailored to manage some specific challenges:

Integration, because Product Development and its IT landscape interacts with the rest of the enterprise, its organization, systems and data. During product design and prototyping, engineers deal on a daily basis with manufacturing facilities, marketing, sales & post-sales support, supply chain & logistics, as well as niche processes and systems that cannot be covered by a PLM solution (specific design and simulation tools, for example). This need for integration leads to additional complexity, and providing effective long-term management requires a full understanding of all these issues.

- ▶ Future Scenarios, as the companies are in constant change and evolution, adapting and even anticipating market trends and needs. All implemented solutions are subject to changes from day one, first through small updates and then as a result of major enhancements, both functional and technological. The greatest risk, after all, is that a manufacturer may not be able to change fast enough to stay competitive because its IT has not moved with the times.
- ▶ Engineering clients, who spend their professional lives in problem-solving, and are likely to apply home-grown solutions to problems as they arise before seeking specialist help. This can only add to management complications
- ▶ Business knowledge, which is essential for all effective PLM partnering. Requests for support may go down to an exceptionally deep level of detail, so knowledge of the client's business context, processes and objectives is a basic requirement.

Because PLM supports such a strategic part of a manufacturer's business, it requires a long-term roadmap, business-driven approach and meticulously efficient support to avoid disruptions in day-by-day operations. Atos provides a complete solution for all these needs.

Right-Fit for PLM

Atos has significant experience with PLM because one of the world's largest PLM software businesses is part of Siemens AG, our largest shareholder and one of our original parent companies. Our Application Management Service, therefore, is based on the kind of inside knowledge that is not accessible to most IT generalists. We have structured our approach to reflect the realities of client needs, based on our long-term experience. Key elements in the Atos Right Fit for PLM service are:

Joint governance, applying the same KPIs both to Atos and our clients. This ensures that everyone concerned is able to pull together in pursuit of the same goals, a factor that is often missing in traditional client-supplier relationships.

Balanced scorecards, for both Atos and client management personnel. Using the same scorecard helps to drive improved productivity and higher levels of satisfaction. It also requires high levels of trust, leading to a single, high performing team in pursuit of shared objectives.

Flexible pricing, which has been designed to reflect the reality of R&D activities. These are never stable, with participants entering and leaving the process in unpredictable ways. Our approach ensures that clients pay only for the support they actually use, on a pure user-based consumption model. Atos is also prepared to take a risk and outcomes-based approach, further helping clients to maximize the benefits of PLM.

Expert support, as we recognise that engineers and development personnel need to interact with people as expert as they are. It is not possible to solve key difficulties without a deep understanding of client business processes, and this is where PLM support often fails. Atos support staff have deep knowledge of manufacturing, both discrete and process industries, as well as being PLM experts, allowing a faster "phase-in" processes and related technology. This dramatically shortens the transition period and enables us to respond fast and effectively.

Global delivery, which is increasingly the key to responsive and cost-effective applications management for PLM. Through our cloud-delivered Dynamic PLM Service (DPS), we can match the unpredictability of demand by a completely flexible delivery and supply mechanism. In this way, we can offer the full cost benefits of near shore and offshore working, backed by true on demand scalability.

Atos has a dedicated vision and approach for PLM applications management, and this is shown by the unique flexibility of the services we provide. We understand the need for total security and IP integrity, and we guarantee this with the added benefit of remote delivery from our own R&D centres. In this way we provide the perfect balance of cost, efficiency, security and scalability, all with innovative commercial models.

PLM is the key to long-term competitive advantage, but it is also perhaps the most unpredictable and complex of all services to provide. As one of the strongest and most experienced PLM players in the world, Atos brings hands-on business know-how into the heart of application management, delivering responsive, expert support of a kind that others cannot match.

Next steps

Right-Fit Application Management for PLM helps your development performance become more efficient and flexible, addressing the challenges you face in every sector, every region. We'd like to work with you to identify how we can bring these benefits to your business.

We'd be happy to undertake an Application Management assessment. It's a rapid process that identifies the most effective route forward for your business and can highlight cost savings as well as how to align IT more effectively with your business needs. We can also arrange a visit to one of our Application Management sites, discovering the ways we're helping other clients transform their businesses.

If you'd like to discuss Right-Fit Application Management please get in touch and let us show you how it can put your business on a foundation for long-term growth.

Talk to Atos, your business technologists.

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For more information, contact: dialogue@atos.net