

AI and CLM: The Powerful Duo Redefining Manufacturing

Consumer behaviour has evolved in the past few years. Today, customers do not seek a one-size-fits-all product but something that can be easily customised and offers them the ability to select features that can adapt to their needs. This poses a precarious challenge for the manufacturing sector to balance the customer's desire for flexibility while ensuring cost control and operational efficiency.

For [Chief Information Officers \(CIOs\)](#), this is the perfect opportunity to assist business leaders and manufacturing giants in transforming their operations. The rapid integration of artificial intelligence solutions and configuration lifecycle management (CLM) will help streamline production and customisation cycles.

Through this blog, we will explore the opportunities and challenges posed by configuration lifecycle management, the role of AI in configuration, and the future of manufacturing in the [AI and CLM](#) era.

Meeting Customer Expectations: The Shift to Configurable Products

Earlier the manufacturing sector used to focus on mass production but now it is all about what the consumers desire. This change is rapidly becoming the new norm that is reshaping how the manufacturing sector operates.

For instance, automobile consumers today have tailored features that they desire in their cars or any organisation that is buying any industrial machinery is keen on ensuring that it has a system that evolves to the dynamic market demands. This signals the focus of the manufacturing sector to design and produce their products factoring in on the insights from the market.

To help the manufacturers with their products, artificial intelligence and configuration lifecycle management together can assist them without the traditional complexities and high costs that used to plague the process.

What is Configuration Lifecycle Management (CLM)?

To deliver configurable products, manufacturers require an efficient process throughout the lifecycle right from the design process to the production process to the after-sales services. CLM ensures a clear framework to help leaders and organisations to make them agile, and efficient and align teams with accurate product data.

Manufacturers who have integrated the CLM framework are bound to notice significant cost savings of up to 50 per cent while enjoying improved product margins of up to 20 per cent. But not all CLM systems are the same, this is where CIOs are making a difference.

By selecting the right tech stack to ensure enterprise-wide deployment and the free flow of datasets across teams, CIOs can help manufacturers and business leaders harness the complete potential of CLM frameworks.

How AI Enhances Product Configuration

With Artificial Intelligence tools, manufacturers are standardising the product configuration cycle by automating document processing, bills, customer feedback and more.

The [AI models](#) utilize their ability to help convert data inputs into configuration standards that can help business leaders and management implement a standardised approach leveraging the expertise of their teams. This enhancement ensures that the business leaders are focused on delivering products that meet customer needs efficiently and at scale.

The Future of Manufacturing: AI, CLM, and the CIO

In the global economic landscape, the manufacturing sector needs to overhaul its operations to stay relevant. Through the integration of AI and CLM, the sector can not only remain agile but also scale faster and more efficiently.

At the vanguard of this transformation are the [Chief Information Officers \(CIOs\)](#). By leveraging their expertise, CIOs can help the sector to transition from the old operating ways towards a smarter, more efficient and smarter way of operating in the digital landscape. Through AI and CLM, manufacturers today can cater to the evolving demands of customers and stay ahead of the curve.

This paradigm shift is the necessary disruption of the status quo allowing manufacturers to be adaptable and customer oriented. To further deliberate about the future of manufacturing in the digital transformation era, leaders from across the country will be convening in Bangalore for the Big CIO Show and Awards. Save your seats today and book your ticket now.