Speed time-to-market with PLM for [clientindustry] Companies

[clientindustry] is a notoriously high-producing, low-margin industry. With supply chains disrupting go-to-market launches and increasing the cost of goods sold, it's a challenging market to navigate. All the while, customers still expect innovation, rapid product refreshes and revised editions.

To safeguard margins, stay competitive and keep consumers happy, you need an infallible product strategy. A cornerstone product strategy is time-to-market, but it's so much more than a release date. It's ensuring the right products are sold at the right time and place, so consumers can access products they want and need in places they expect to find them.

And [clientname]'s Product Lifecycle Management (PLM), is the foundational technology that enables [clientindustry] brands and retailers to speed time-to-market, boost innovation and drive real transformation.

PLM Diminishes End-to-End Inefficiencies

PLM accelerates a product's time-to-market by establishing a single source of truth that systematises product lifecycle operations.

The centralization and automation of information allows teams to create intricateproduct road maps for every stage of development, so communication stays transparent and collaboration stays straightforward.

PLM quells errors and redundancies stemming from:

- **Human error:** Eliminate inefficiencies that arise from manual data entry and documentation.

- **Planning and communication:** Reduce time spent waiting on approvals, communication silos, tribal knowledge or long email chains. Give everyone in the business access to the right information that is up to date.

- **Design:** Pare time spent on research, prototyping and reworks with a comprehensive PLM that connects to Adobe Illustrator and almost all 3D CAD technologies to expedite design, innovation and development.

- **Supply and manufacturing:** Eradicate the back and forth with suppliers and time spent sifting through hundreds of RFPs.

With a robust workflow and cohesive communication framework, [clientname] PLM equips cross-team collaborators with the data they need to complete their tasks in the shortest time possible. Shaving off time throughout the development cycle means your teams can concentrate on delivering [clientindustry] products that are superior to their competitors.

PLM Gives You Time Back–Use It

If you want to thrive in this industry, you must deliver products that captivate your consumers. PLM gives everyone more time to stay one step ahead.

- **Create and innovate:** Allocate more time to visionary thinking. The additional time to improve product design and features translates into elevated consumer experiences, happy customers and brand loyalty.

- **Beat competition:** Be the first to introduce trailblazing technology to the market and into your consumer's hands before your competition. Being the first to market means being the first to be remembered.

- **React deftly:** Releasing your product first gives you the opportunity to react to the market. Utilise the shorter development cycle to make product adjustments, continue to satisfy customers and secure market dominance.

PLM Enables Supply Chain Visibility

When it comes to the supply chain, nothing is certain. Global events, component shortages, price fluctuations, internet trends and more influence this capricious network.

There's still a way to stay ahead of the game even if you can't predict what's going to happen next. That's why clear, fast and reliable communication is a must.

[clientname] PLM enables flexibility to maintain a smooth end-to-end operation, empowering teams to review real-time changes for all supply chain transactions.

- **Effective supplier collaboration:** Whether you need to regulate requests, negotiate contracts, check component availability or compare pricing, PLM handles and automates supplier communication.

- **Modify product workflows to deliver on-time:** If anything within the supply pipeline changes, like faulty components or delivery delays, PLM reflects those updates in real-time. This enables teams to foresee delays and challenges and make adjustments where needed to ensure products are still launched on time.

- **Manage non-conforming products with engineering change capabilities:** Even one small faulty component can set off a domino effect of issues. Reduce the time-consuming effort of reissuing RFPs for a new component, and the manual task of tracking, changing and updating costs and expected margins across affected products.

PLM Facilitates Agility and Flexibility

In the [clientindustry] marketplace, consumers' needs are constantly evolving. When supply chains can be disrupted at any time or brick and mortar stores can be forced to shut down, your company needs to be ready for anything.

- **Changing desires:** A shorter product development cycle reduces the risk that consumers' desires might change halfway through developing and producing products.

- **Ramp up new version rollouts:** PLM enables teams to gather all revision and release data for development teams, shortening the time it takes to roll out newer product features and editions.

- **Enables lower cost of goods sold:** Disrupted supply chains raise product costs and deteriorate margins. The supplier portal within PLM allows for supplier pricing comparisons and the rapid onboarding of newer suppliers. The high-level overview over the entire production cycle gives teams the visibility to manage costs, ensuring they do not spiral out of control.

Your company needs to be able to pivot and adjust to unexpected changes. Stopping production of a product, making changes mid-development or pivoting entirely can be handled more effectively within a PLM system where all your data is handled in one place.

An Industry-Driven Solution

In a post-covid world, many companies have not survived, and others have not recovered. Investing in a technology solution, like [clientname] PLM and QMS for

[clientindustry], to safeguard product development plans, enable supplier collaboration and assist with the newer hybrid home and office working culture is imperative.