

# PLM J Product Lifecycle Management Journal

*The Journal of the PLM Interest Group.  
Circulated to members and subscribers each calendar month.*

## WHAT'S NEW IN JULY

As we enter the holiday season there is a pause in the programme of PLMIG events, but there is a lot of planning 'behind the scenes' to prepare for future meetings.

### PLM Workshop

In response to feedback from participants at events we have held so far, we are developing a PLM Workshop. This will be a format in which PLM practitioners work together for 2-3 days and that produces a deliverable they can use in their own organisations.

The PLMIG can add value in running these workshops in three ways: bringing together the 'Prime Movers' of PLM implementations in many organisations; providing a neutral, productive and confidential environment in which collaboration can occur; and writing the pre- and post-workshop material that will be used by the participants.

### PLM Open Days

Last month we gave an overview of these two events, held in Amsterdam and Hannover in June.

This month we report on the issues that were discussed and that were common to both meetings. They give an insight into some of the basic concerns of people involved in PLM.

### Research SIG

The Research Special Interest Group has several long-term aims, one of which is to help members organise and coordinate themselves to present proposals. It is difficult to define and agree research projects in the PLM area in the short timeframe offered by funding calls, unless some

kind of external driving and organising force is applied. This is where the Research SIG could add its value.

To start with, it may be best to focus on areas in which the PLMIG has experience, and the EC has two current Calls that could offer possibilities for PLM research. One project might be to build a PLM knowledge base and community in the New Member States. Another might be to research a Roadmap for PLM. More details are inside.

### Viewpoint: PTC

This month we carry an in-depth Viewpoint on Product Strategy from Corporate Member PTC.

### In the PLM J this Month:

1. **What's New in July**
2. **PLM Open Days: Review of Amsterdam and Hannover**
3. **Research: Is the EC Calling for PLM Projects?**
4. **PLM Workshop: First Outline of the Format**
5. **Viewpoint: PTC on the Importance of Product Strategy**
6. **Summer Thoughts**

Andy Rhoades explains how raising the profile of the product impacts the company strategy, and the benefits that arise when this is underpinned by a structured approach to realization.

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