



Value Proposition

The Professional PLM Initiative

The Professional PLM Initiative is a collaborative, industry-wide movement that aims to establish a single, internationally-recognised profession for PLM practitioners in all countries and in all parts of the industry.

This will enhance the profile of PLM amongst other business disciplines; define standardised levels of expertise; and provide a worldwide voice for PLM development. It will also raise the overall standard of PLM implementation by creating a neutral model of best practice.

The Foundation Stage covers a programme of activity for 2020, and the Professional PLM Steering Group provides high-level guidance and oversight.

Mission



The Mission of the Initiative is to raise PLM onto the same level as existing professions, by bringing together PLM practitioners from around the world to form a single, global Professional Body that will support and maintain the discipline into the long-term future.

The Professional PLM Initiative is a movement for change, and needs the support of the major players in the industry if this Mission is to be achieved.

Initiative Reach

During its two-year genesis the Professional PLM Initiative has reached around 200 user companies in 33 of the world's manufacturing countries, as well as all of the main PLM vendors and over 100 integrators and consultants.

This is an unprecedented opportunity to integrate the worldwide PLM community, expand the market for PLM and promote successful adoption.

The Steering Group

The Steering Group provides an independent, high-level viewpoint that represents the voice of real PLM user, vendor and advisor companies. Members of the Steering Group have oversight and use of all of the new material, and set the direction and targets that the Professional PLM Initiative will achieve.

Evangelising PLM

PLM has always lacked a coherent voice. Dissemination is fragmented, and misunderstanding is widespread. This is why a chance quotation from a vendor in 2005 is still true today, 15 years later:-

"The market doesn't understand why it's doing PLM."

By bringing together PLM practitioners from around the world to establish a single, global profession, the Initiative will highlight the skills and experience in the common body of knowledge and act as a focal point to raise the profile of PLM in the minds of business leaders.

Global Education

Even with the combined training provision of CIMdata, Fraunhofer, and academic institutions, the number of people being trained in PLM around the world is in the low hundreds. It should be thousands. This means that the majority of implementations are being managed by people who have learned about PLM by trial and error, or from word of mouth.

This is a major cause of failure. All major PLM projects are ultimately controlled by the in-house team. If they are unsure of themselves, or learning as they work, the result is always underachievement. If they cannot articulate the benefits of PLM, then many opportunities simply fail to get backing.

What we don't have today is a clear career path for PLM practitioners. There is no agreement about:-

- ❖ what a PLM Professional should know
- ❖ the specific skills and experience that a PLM Professional should have
- ❖ the tools a PLM Professional should be able to use
- ❖ the business, management and personal skills that are needed
- ❖ what constitutes a senior PLM Professional
- ❖ how to evaluate a candidate for a PLM position
- ❖ how to demonstrate PLM expertise

A new Professional Body will be able to accredit education institutions worldwide, so that everyone working on PLM the world has the opportunity to be trained and qualified, leading to successful implementations and more follow-on projects.

Geographical Expansion

There will be only one Profession, so the Initiative must reach into all of the major manufacturing countries. In many of these, PLM is a minority subject.

As organisations respond to the Initiative, it will create a global perception of PLM that has not been possible before. Industrial companies can coalesce around this new model. Emerging markets can learn from the leaders, assimilating the techniques and benefits and creating a positive cycle of PLM awareness and adoption.

Steering Group Leadership

Being part of the Steering Group represents a unique opportunity to impact and influence the global user base throughout the course of the year, with a high-profile role in the development of Professional PLM for the whole 2020 program. Furthermore, the reach is global, because the aim is to establish a unified profession for all PLM practitioners worldwide.

Detailed benefits include:-

- ✓ High-profile industry leadership at the forefront of PLM progress in 2020;
- ✓ Be part of the Steering Group 'collaboration engine' with user companies;
- ✓ Understand users' PLM improvement needs, now and into the future;
- ✓ Influence the way the Initiative impacts the PLM marketplace; and,
- ✓ Establish and publicise the Digital/IoT Strategy for PLM.

Foundation Stage

The Foundation Stage has 6 main elements:-

- Illustration of the costs of poor or sub-optimal PLM to industry, and the benefits of a formal professional approach;
- Direct approaches to industrialists and PLM 'prime movers' to confirm that standards we are setting are right for them;
- Liaison with global Training Institutions to agree a common syllabus and standard of provision for PLM in the various grades and roles;
- Specific industry approaches to life sciences, food, FMCG, etc. to highlight the particular importance of PLM to them;
- a Digital Future Group that will define how to position PLM in the Digital Age; and,
- Definition of the Initiative programme for 2021.

The combined effect will be to raise the profile of PLM; get support and buy-in for the professional aims; quantify the size of the increased market for PLM training and certification; and to shape the results for the many different industry sectors that PLM serves.

Digital Future Group

Boardroom attention is focusing on 'Digital' as the shape of the future. Many PLM Managers are confused by this and do not know how to react.



The Steering Group includes a stand-alone Digital Future Group that will define a new paradigm for the future, and position PLM at the forefront of manufacturing improvement.

Join the Steering Group

The Foundation Stage covers the fundamentals of professionalism, managed by a 'drumbeat' of Steering Group meetings. It sets the scope and parameters of the Initiative and the plan towards the future profession.

This is a forum in which PLM user and supplier organisations can come together and work constructively to determine the future of the PLM industry. Members of the Steering Group are leading PLM organisations that want to improve PLM for themselves and for the general good of the industry. Joining the Steering Group puts you right at the centre of these new developments.

Everything is provided by the PLMIG, from briefing documentation through to including direct feedback with each Member to capture your own views.

The Steering Group is entirely open, and organisations of any type and from any country are encouraged to join. Membership is open and equal in all respects.

To join the Steering Group, simply take part in the Foundation Stage meeting series.

Getting Up To Speed

New participants are welcome to join at any time during the Foundation Stage. Participation is by organisation, with a lead point of contact and up to 3 colleagues who can represent their company as a team.

On Registration, the PLMIG will provide copies of the Summary Documents for the Meetings that have already taken place, together with an overview of ongoing progress. A webex discussion can also be arranged with all of the individuals who will represent the organisation on the Steering Group, in order to explain the background and to capture their views about the direction that the Initiative is taking.

There is no legal or practical obligation or liability arising from Steering Group Membership. Membership for 2020 will terminate automatically at the end of the year, by which time the Steering Group will have agreed its own structure and constitution for 2021.

Funding

Participating organisations pay a fee of €3450 / £3000 / \$3850 to fund the Steering Group activity. This covers all of the support work of the PLMIG and all of the meeting participation through to December 2020. The time required is about 3-4 days in the year. There are no travel or other expenses.

Registration is required for administration and confidentiality purposes.

How to Register

Visit the Professional PLM web site for full details of the [Steering Group¹](#) and for a [Registration Form²](#). Or contact Roger Tempest at steering@professionalplm.org or on +44 1865 880495.

¹ <http://www.professionalplm.org/welcprofessionalplmsteering.shtml#plmprfsghead>

² <http://www.professionalplm.org/welcprofessionalplmparticipation.shtml#prfpartsg>