



SNS COLLEGE OF TECHNOLOGY

(An Autonomous Institution)

Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai

Accredited by NAAC-UGC with 'A++' Grade (Cycle III) &

Accredited by NBA (B.E - CSE, EEE, ECE, Mech & B.Tech.IT)

COIMBATORE-641 035, TAMIL NADU



19MEE404 - Product Life Cycle Management (PLM)

UNIT 1: INTRODUCTION TO PRODUCT LIFE CYCLE MANAGEMENT

Product Development Problems to be Resolved:

- **Example:** Consumer electronics companies using PLM to enhance innovation.
 - **Innovation Barriers:** PLM removes barriers to innovation by providing a collaborative platform. Electronics companies can use PLM to coordinate between design and manufacturing teams, speeding up the innovation process.
 - **Quality Issues:** Enhances product quality by integrating feedback and continuous improvement mechanisms. PLM allows electronics companies to track and address quality issues throughout the product lifecycle.
 - **Time Delays:** Reduces delays by optimizing processes and improving communication. By using PLM, electronics companies can reduce time delays in product development and launch.
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8. Customer Involvement

- **Example:** Nike's use of PLM to involve customers in product development.
 - **Voice of the Customer (VoC):** PLM integrates customer feedback into the product development process, ensuring products meet customer needs. Nike uses PLM to collect customer feedback and incorporate it into new designs.
 - **Customization:** Allows for greater product customization based on customer preferences. Nike's "Nike By You" program allows customers to customize their shoes, with PLM managing the process from design to delivery.
 - **Post-Market Feedback:** Incorporates post-market feedback to drive continuous improvement. Nike uses PLM
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SUMMARY TABLE

| Stage | Key Characteristics |
|-----------------------------|---|
| Introduction | Low sales, high promotion costs, building awareness |
| Growth | Rapid sales increase, market penetration, economies of scale |
| Maturity | Peak sales, market saturation, competitive pressure |
| Decline | Decreased demand, market contraction, cost reduction |
| PLM Definition | Strategic approach to managing the product lifecycle |
| Corporate Challenges | Complexity, global competition, regulatory compliance, cost management, sustainability |
| Need for PLM | Enhanced collaboration, innovation acceleration, reduced time-to-market, improved quality, reduced lifecycle costs |
| Components of PLM | Data management, process management, project management, change management, collaboration tools, compliance management, analytics |
| Emergence of PLM | Evolution of tools, technological advances, market demands, regulatory pressure |
| Significance of PLM | Resolving lifecycle inefficiencies, improving innovation, quality, and time management |
| Customer Involvement | VoC integration, customization, post-market feedback |