



# PART 229 Digital PLM Transformation:

## Deliver Greater Outcomes, for a Greater Tomorrow

9 June 2015

High performance. Delivered.



Strategy | Digital | Technology | Operations

# Thank you for this opportunity to connect and share



## Kevin Prendeville

Managing Director – Denver



- North America Lead for Accenture’s Product Lifecycle Services (PLS) Practice
- 20+ years of large-scale, enterprise “PLM” consulting and transformations
- Program Strategy, Assessments, Roadmap, Implementation, Deployment and Support
- Converted ~40,000 client personnel to new PLM processes, tools, methods across Global 1000 companies
- Global 1000 PLM clients from A&D, Auto, Retail, Apparel, Footwear, Hi-Tech, Life Sciences, Telecom, Semiconductor, Consumer Goods, Consumer Durables...
- BS in Mechanical Engineering and BA in Art (Industrial Design) from Notre Dame



**1. Introduction to  
Accenture**

**2. The Billion Dollar  
Lever**

**3. Improving Your PLM  
World**

**4. Trends in the Market/  
Impact of Digital**

**5. PLM Transformation  
Lessons Learned**

# Accenture – did you know?



Accenture is a \$30+ Billion, global company that is 325,000+ people strong

Every month, Accenture helps consumers upload **3 billion+** photos to social networking sites.

**50%** of the world's mail is processed with the help of Accenture.

**300 million** consumers use mobile services delivered by our technology.

We help secure **25%** of the worldwide internet traffic

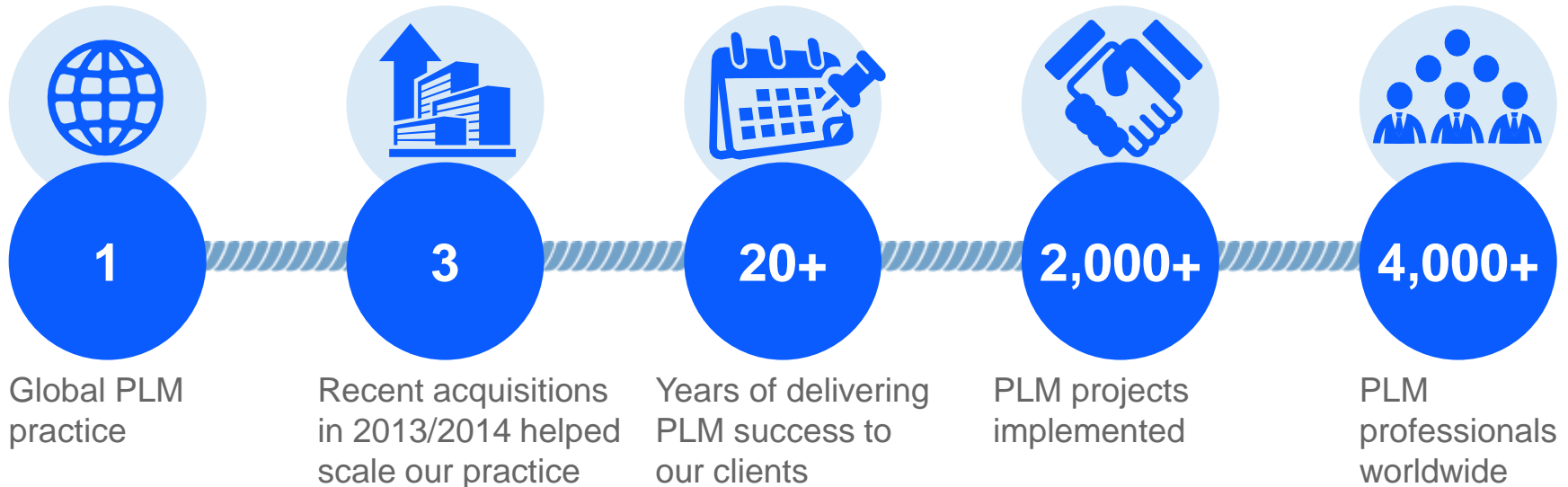


Every **4 hours**, an Accenture system goes live somewhere in the world.

We deliver **300,000 days** of learning each year, providing learning services in nine languages to **250,000 users** in 93 countries.

**20%** of the world's telephone numbers are billed by Accenture systems.

# Product Lifecycle Services: by the numbers



- Top-rated PLM practice
- Investment in assets & methods
- Deep industry knowledge
- Technical acumen
- End-to-end capabilities

# Accenture PTC PLM practice overview



Accenture's partnership with PTC is recognized with the highest partnership agreement as Premier Service Advantage Partner



## PTC Alliance



Strategic partner with PTC since 2000 – Windchill 1.0

## PTC Supported Technologies



Windchill PLM Suite, Authoring Tools, Migration and Integration

## PTC Expert Footprint



350+ PTC professionals strong globally supporting our clients

“**PTC and Accenture** have worked together since Windchill v1.0 and **have enjoyed a strategic partnership for more than 15 years**. During this journey we have jointly developed several solutions and systems for our clients in various Industry domains but also we believe have been the needed catalyst in driving needed business results. We have evolved a common process and methodology approach which incorporates our lessons learned. In addition, we periodically engage at several forums for strategic alignment. We believe it's a true model of partnership...” – Jim Heppelmann, CEO PTC

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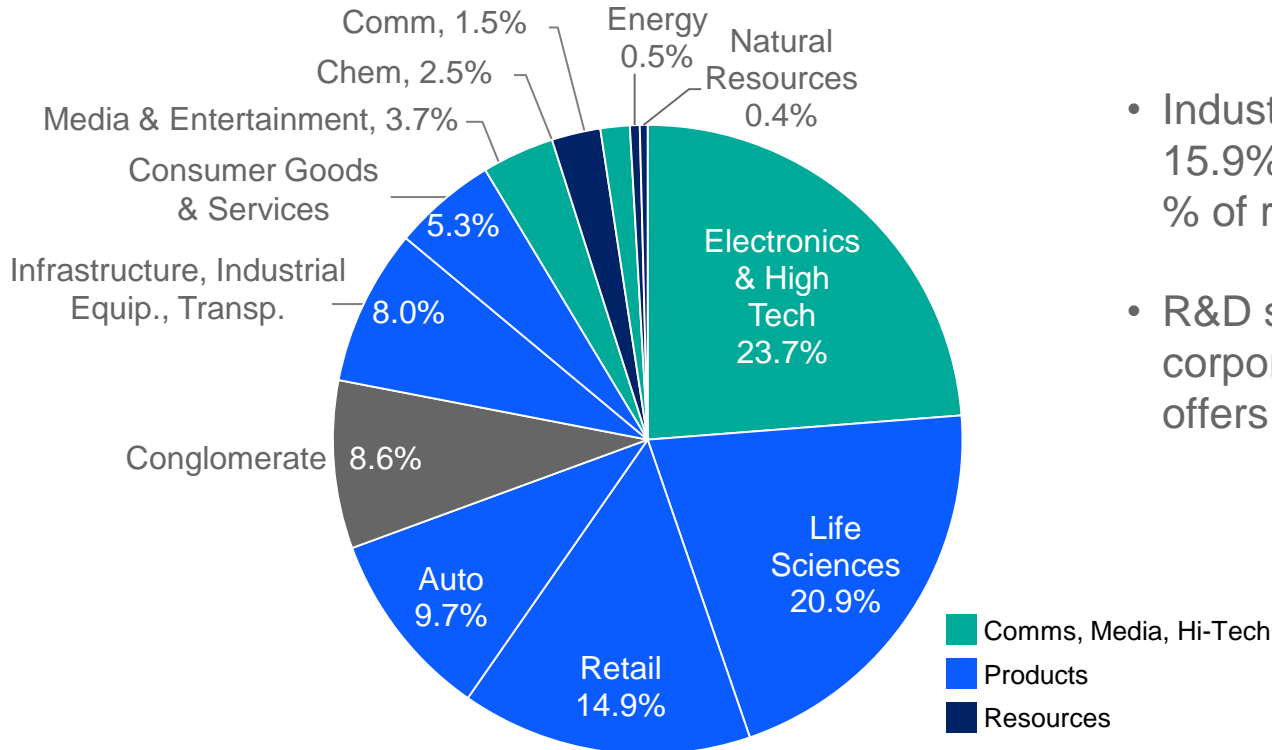
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# Billion dollar lever?

## Global 2000 R&D spend is \$709B

The ability to deliver innovative and impactful products, leveraging smarter investments in product development, is becoming the key to competitive success

### 2014 Global 2000 R&D Spending



- Industries range from 0.3% to 15.9% in terms of R&D spend as % of revenues
- R&D spend is just a sub-set of corporate spend bringing new offers to market

Notes: CapitalIQ, company data, G2K Accenture Research. G2000 companies include those reporting financial information. Certain private companies may not be included due to no financial reporting. Companies allocated per Accenture G2000 company list.



# Product innovation and product development challenges

And despite the spend, many companies find executing product innovation and development process effectively is a challenge

Accenture Research revealed:

Only **30%** of executives are very satisfied with their performance in **converting ideas** into market-ready products, services or business models



Only **21%** of executives feel they have an effective process for **capturing ideas from outside their company**



**28%** feel **lateness to market** as one of the top reasons for **innovation failure**



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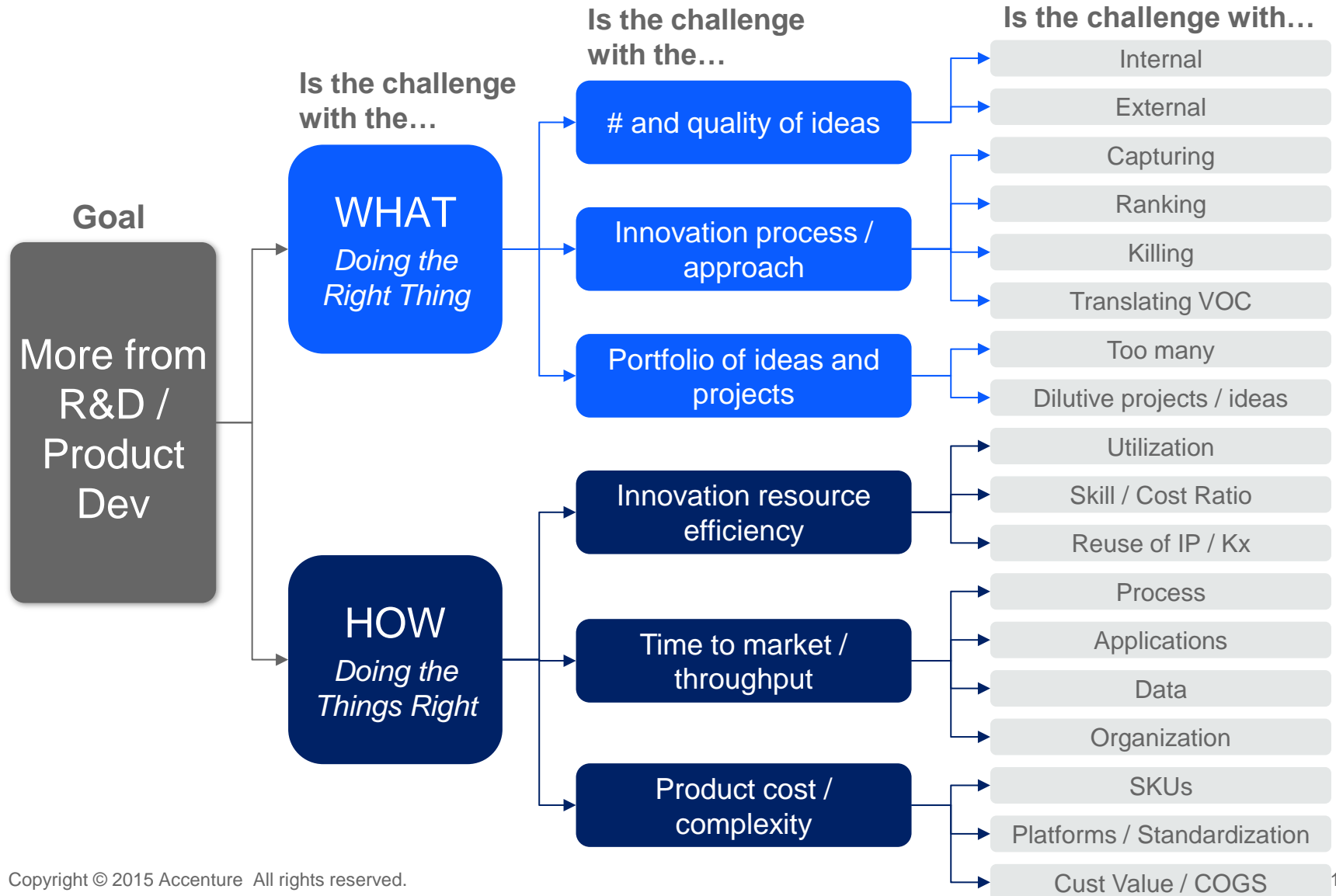
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# How to improve your PLM world: examine both the “what” and the “how”



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# PLM trends: moving towards integrated, lean end-to-end PLM processes, data and tools

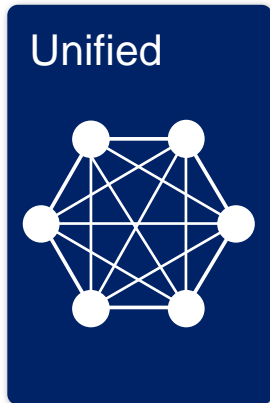
Leading companies are implementing...



- **Integrated end to end processes** from Idea to Market spanning hardware and software work streams
- **Application of Lean methods to improve process throughput**



- Repositories and product architecture to **enable re-use** of IP, Designs and Components
- **Common data model** for managing an entire system, both Hardware and Software data, from ideation through production and end-of-life

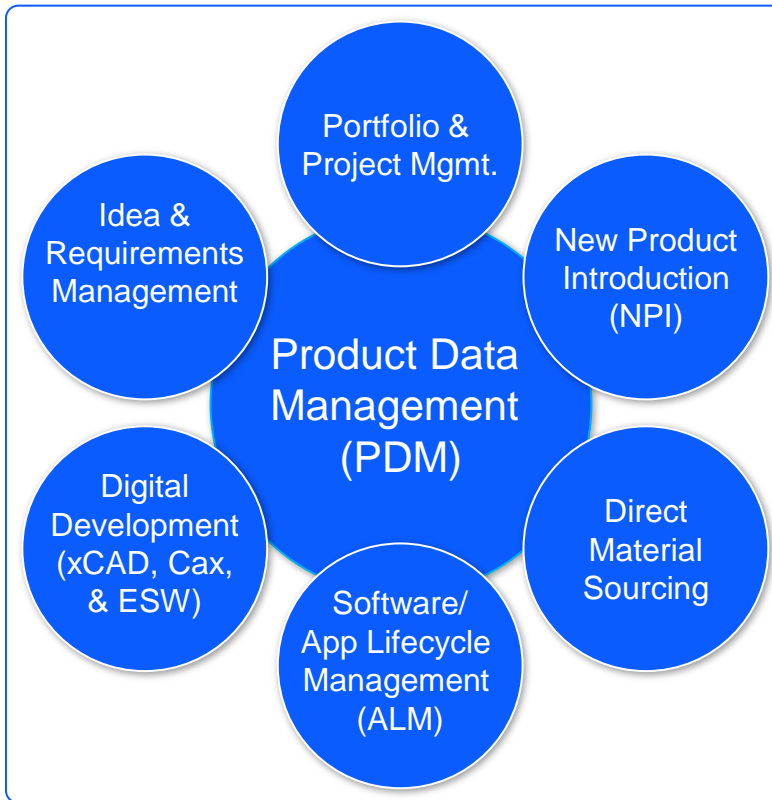


- Tracking and **managing integrated hardware and software product requirements** from ideation through design and testing/validation
- Ensuring compatibility of an entire Product through an **integrated Product Bill of Materials** within PLM, combining both hardware and software
- A single product **defect and change management** process across hardware and software

# How to improve: Prime Value Chain (PVC) Analysis – “World on a Page”

Examining the end-to-end product development flow across PLM capabilities – typically results in low Value Chain Efficiency (VCE) scores

## PLM Capabilities



# Accenture's Definition and Vision of "Unified PLM"

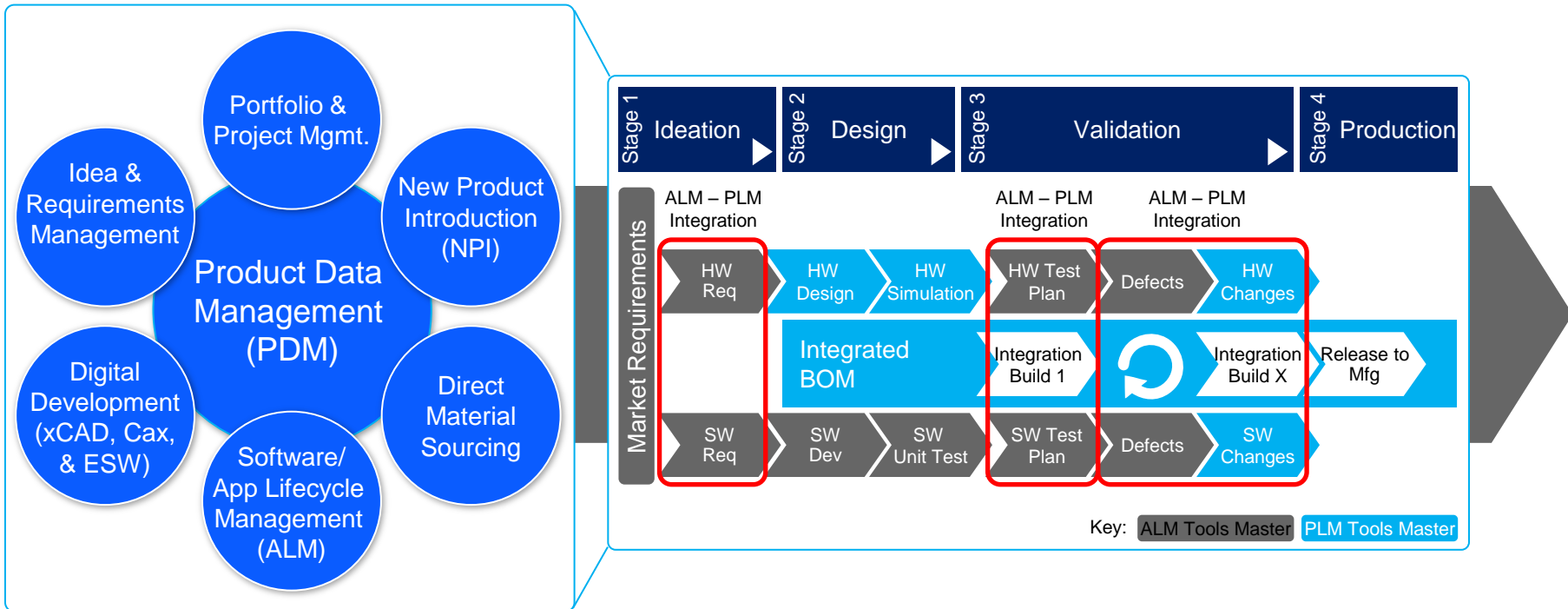


Integrated capabilities supporting the end-to-end process and spanning all core and affiliated product data – Mechanical, Electrical, Software, Packaging, Quality, Sourcing, Costing, Tech Pubs...

...Aligned PLM capabilities, applications, integrations, and data.....

...enable an integrated end-to-end product development process

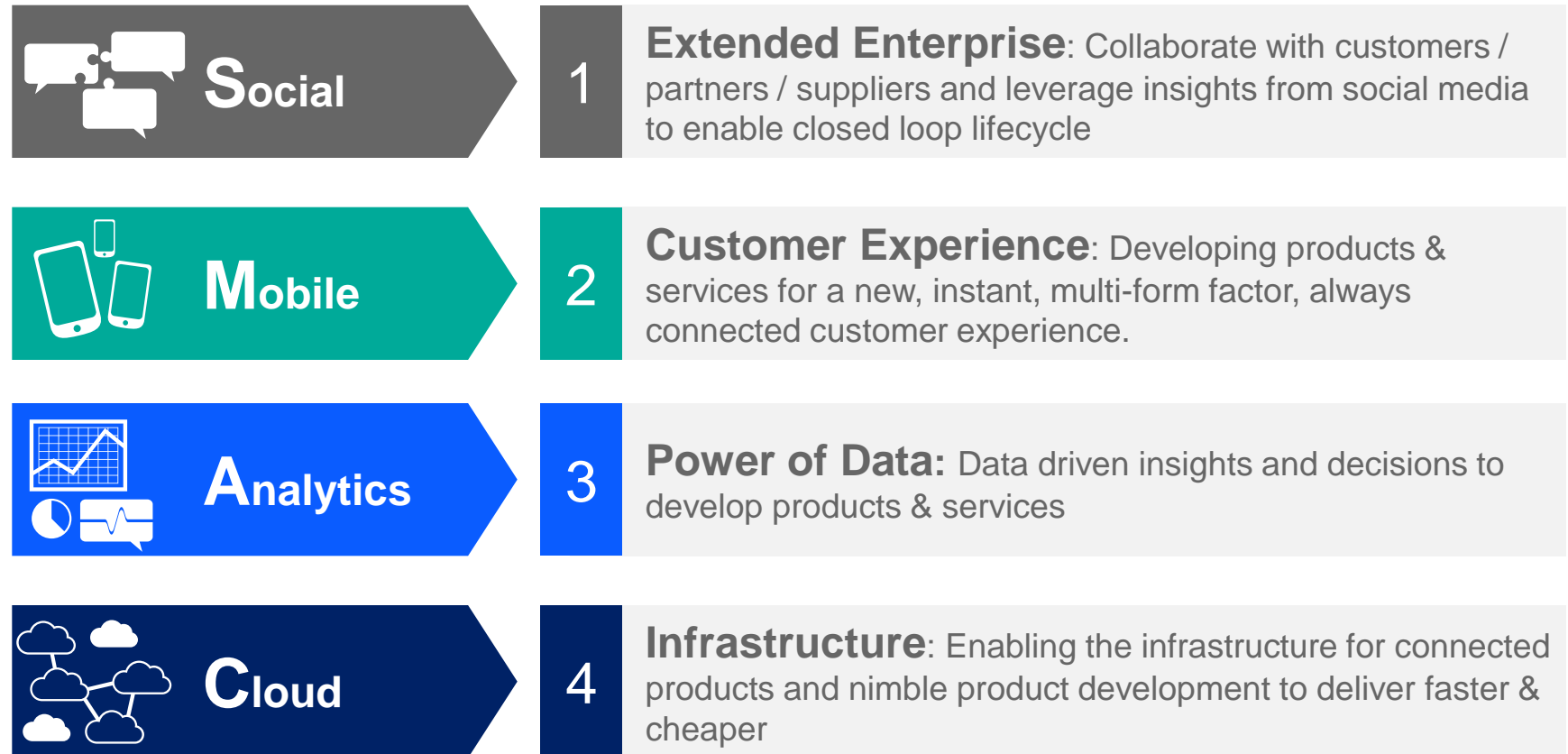
## PLM Capabilities



# Impact of Digital on PLM: industries are going digital while consumers want more, faster



## Digital Enablers (SMAC) → How this enables PLM





# How to improve your PLM world... ...the money is out there



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# Accenture's PLM lessons learned and keys to success

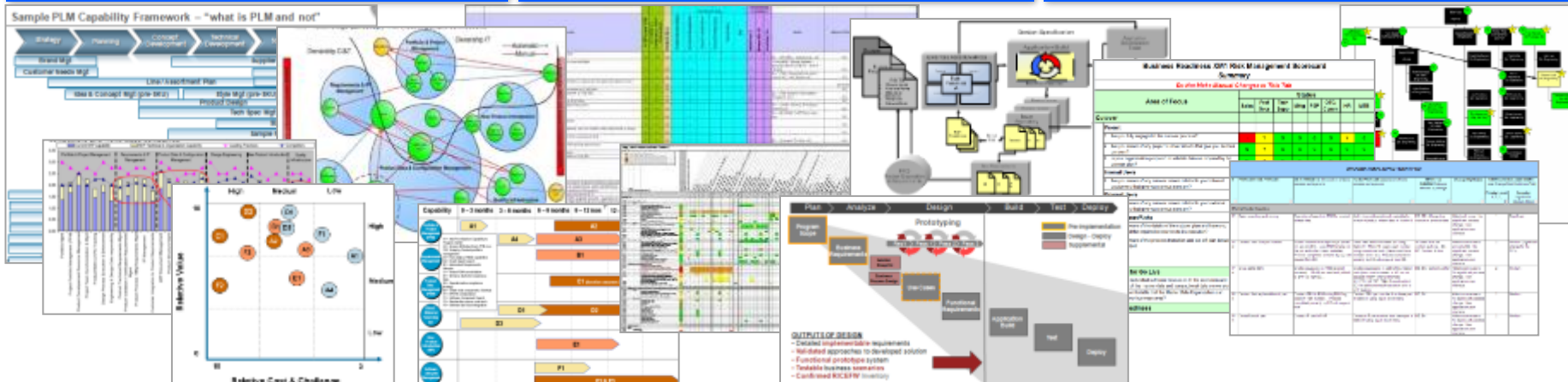
## Accenture's PLM Lessons Learned Summary

- 1 Clearly define and educate “what is PLM” and what is in scope
- 2 Define and track benefits – align on “what does success look like”
- 3 Use iterative prototyping and business use cases to drive requirements and testing
- 4 Align deployments, training and user support directly to prod dev / launch calendars
- 5 Pilot to drive successful adoption, monitor usage closely, and tune approach
- 6 Plan for international site and supplier usability and adoption
- 7 Get ahead on the “data” portion of the project

### Accenture PLM Program Planning & Roadmap

### Accenture PLM Solution Design, Data and Testing

### Accenture OCM, Readiness and Deployment



# Thank you!

Visit us at Booth #717 to learn more, or  
Visit us at <http://www.accenture.com/PLM>

Sample thought leadership:



[Accenture's Product Lifecycle Services Overview](#)



[Faster, Fitter, Better: Why Product Innovation is Going Digital](#)



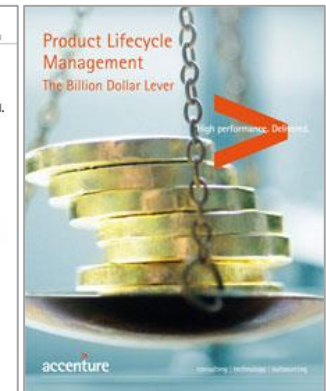
[Transform R&D and Supercharge Innovation for Consumer Goods Companies](#)



[Digital Coming of Age: Solving Old Problems in New Ways in Aerospace](#)



[Unified ALM-PLM](#)



[Product Lifecycle Management: The Billion Dollar Lever](#)

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