

Manufacturing PLM Success with Master Data Management

Managing the lifecycle of a product is a complicated process that requires high-quality data, along with a complete view of the data's origins, authors, hierarchies, updates, and more. Because an integrated approach to data management is so crucial, organizations that depend on Product Lifecycle Management (PLM) are increasingly turning to Product Master Data Management (MDM) to drive and deliver PLM objectives – and so much more.

End-to-end lifecycle support

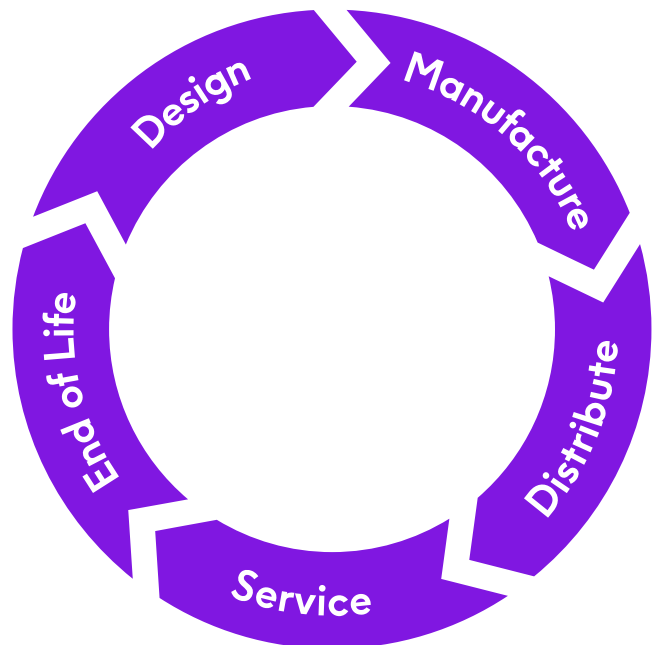
MDM has transformed the way companies acquire, manage, and synchronize product information to deliver accurate, complete, and consistent views of content.

By leveraging an MDM solution, organizations can capture core product data during the entire development of a product so that it can be effectively manufactured, sold, and serviced. The list of data involved is extensive and includes items like:

- Product requirements
- Bill of materials
- 3D models
- CAD drawings
- Catalog updates
- Marketing collaterals
- Translations
- Packaging specifics
- Distribution details
- Manuals
- Compliance certificates

Through an MDM solution, a company can manage this data across a variety of domains and involve both internal users (such as marketing, sales, and support) and external users (such as designers, supply chain partners, distributors, and resellers) through inclusion in workflows and content portals.

With Product MDM, companies can synchronize product data, gain a better view into the commercialization of product development, achieve efficiency in PLM processes, and deliver improved business results.



EnterWorks MDM capabilities for PLM

Combining Product MDM functionality with PLM processes can solve product data quality and management challenges through:

Automated workflow: Simplify the process of updating data and notifying parties to keep the cycle of productivity moving. Capture data, reviews, and approvals at every stage from concept, preliminary, production-ready, and after-sales support.

Data management: Classify data by type, function, or other categories. Searches are more comprehensive, sharing is facilitated through well-defined processes, and access to the repository is secured.

Role-based UI: Improve the efficiency and effectiveness of product information variants, combinations allowed, etc. with user interfaces that are aligned to skill sets for the various roles that manage information.

Data modeling: Leverage an open and configurable data model to quickly evolve as business requirements change in response to market opportunities and competition. Seamlessly maintain and manage unlimited product content versioning – with an infinite number of entries, attributes, and relationships.

Data quality: Enable standardization and validation of product data according to business rules and data standards (such as the use of item numbers, valid entries for Country of Origin, or complex regulatory and compliance requirements), with constant monitoring of data health.

Data integration: Interface with enterprise applications and combine data from multiple sources. The MDM hub allows for seamless integration with PLM data and other enterprise systems for a holistic, 360-degree view of the product and business/marketing requirements.

EnterWorks benefits for PLM:

- Integrated Digital Asset Management (DAM) capabilities to manage CAD drawings, manuals, etc.
- Material and regulation tracking
- Reduced time to market
- Establishing product relationships
- Product catalog management
- Reduction in pricing errors
- Facilitating launch into new geographic markets
- Vendor data onboarding
- Parts management
- Improvement in service and replacement parts management