Product Lifecycle Management: Driving the Next Generation of Lean Thinking

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Product Lifecycle Management (PLM) is the newest wave in productivity. This revolutionary approach is an outcome of lean thinking; however, PLM eliminates waste and efficiency across *all* aspects of a product's life--from design to deployment--not just in its manufacture. By using people, product information, processes, and technology to reduce wasted time, energy, and material across an organization and into the supply chain, PLM *drives the next generation of lean thinking.*

Now PLM pioneer Michael Grieves offers everyone from Six Sigma and lean practitioners to supply chain managers, product developers, and consultants a proven framework for adopting this information-driven approach. *Product Lifecycle Management* shows you how to greatly enhance your firm's productivity by integrating the efforts of your entire organization.

Most companies are seeing the returns of their efforts in lean methods diminishing, as the most fruitful applications have already been addressed. Here, Grieves reveals how PLM gives you an opportunity to make improvements both within and across functional areas in order to increase agility, optimize efficiency, and reduce costs across the board. He gives you the most comprehensive view of PLM available, fully outlining its characteristics, method, and tools and helping you assess your organizational readiness.

There's also proven examples from the field, where PLM is being widely adopted by leading companies, including General Motors, General Electric, and Dell, that are widely adopting the approach. You'll see how PLM has saved these companies *billions* in unnecessary costs and shaved as much as *60% off cycle times.* With this book you'll learn how to:

- Develop and implement your PLM strategy to support your corporate objectives
- Engage all your employees in using information to eliminate waste
- Enable improved information flow
- Better organize and utilize your intellectual capital
- Foster an environment that drives PLM

Lean manufacturing can only take your organization so far. To bring your productivity to the next level and save remarkable amounts of time, money, and resources, *Product Lifecycle Management* is your one-stop, hands-on guide to implementing this powerful methodology.

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