# Controlling The Data That Drives Your Products— And Profits

## The Road to Bottom-Line Performance Starts with Better Management of Digital Product Data

Product development professionals are spending 20% of their time searching for information.* By managing critical digital product data and making it easier to find and share, manufacturers have more time to improve product quality and drive innovation.

The digital age has brought tremendous efficiency and productivity to manufacturing. It's also brought massive volumes of digital product data that, for most companies, is becoming impossible to control.

Yet, the ability to easily access, share, and manage this invaluable data is what enables today's market leaders to deliver better products to market faster than their competition.
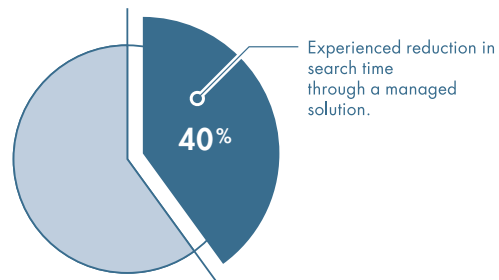
## What Is Digital Product Data?

During the product development process, your cross-functional teams— engineering, marketing, purchasing, sales, service—are collaborating to create the intellectual property that represents a new product or product variant. This digital product data extends far beyond simple CAD drawings. It's 3D models, drawings, specifications, and marketing requirements—data that's typically a company's most strategic asset. And though it's more valuable than any other data in your organization— including your financials—it is rarely managed with the same care and precision.

## Lost Data + Lost Productivity = Lost Profits

The reasons for inefficient digital product data management are many and varied. Typically, product data has a multitude of authors and formats, and a diverse set of consumers. It's usually housed in disparate places and controlled by its authors, making enterprise-wide aggregation and dissemination very difficult.

Without easy access to a single, current source of product data, processes such as change and configuration management, top-down/bottom-up design, and design reviews become inefficient and ineffective. As a result, valuable records are often lost, and unauthorized changes are often made, causing unnecessary rework. Often design errors reach the shop floor—the point where changes are much more costly to fix.

Even when information is carefully managed, reuse can become difficult if you don't have efficient search tools. The fact is, the more time engineers spend tracking down, downloading, identifying, and evaluating reusable legacy data, the less time they're spending conceiving and designing new, innovative products. It's a simple matter of opportunity cost.



40%

Experienced reduction in search time through a managed solution.

**TOTAL** Product Data Search Time

Having a digital product data management solution to control and administer information can result in up to a 40% reduction in search times.
—CIMdata

So, how do you make this process of 'getting the right data into the right hands' easier? Facilitating effective and efficient product development requires that all those who contribute to the product design are able to access and share design information in near real-time. This is particularly important for companies with geographically distributed product development teams. Without a solution that provides an architecture suitable for accessing and sharing information across the enterprise, there is a high probability that obsolete design information could be used and costly design errors made.

Collectively, these challenges force manufacturers to shift focus, and divert valuable resources away from product development toward the task of trying to find, manage, and distribute information.

## The Value of Better Data Management

Studies show that new products are the primary driver of revenue growth and that up to 80% of their costs are committed during the early stages of product development**. Thus, by regaining control of the product development process, you can dramatically impact both your top-line revenue and your bottom-line profitability. Key business benefits include:

**Reduced Overhead—**
Quick and easy access to accurate product information reduces search time and redundancy.

**Reduced Product Cost—**
The ability to capture and control product information earlier, during the design process, reduces the number of design errors and the costs associated with rework in fixing those errors later.

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Manufacturers are overwhelmed with an enormous amount of digital product data and are challenged to manage it within a complex value chain.

**Higher Quality—**
  With a single source of data, organized in a way that is relevant to the product definition, downstream players, such as manufacturing, can make better decisions earlier in the process that drive higher quality products.

**Reduced Time-to-Market and Increased Number of New Product Introductions—**
  Better control of all product information speeds the flow of accurate product information throughout the product development value chain, which shortens product development cycle times, so you can deliver innovative products to market faster.

## The Solution: PTC's Product Development System

Digital product data management is necessary to prevent the unintentional loss or corruption of valuable design information, to promote the reuse of existing designs for creating new products, and to improve critical product development processes.

PTC, the leading provider of Product Lifecycle Management (PLM) solutions, has developed a single system that allows manufacturers to regain control of their product information. PTC's Product Development System (PDS) delivers precise management of digital product data along with every aspect of the product development process.

PTC's PDS eliminates the issue of managing multiple files in disparate places by creating a single source of product information for the enterprise. This allows product development companies to more effectively leverage their most critical intellectual property throughout their value chain (i.e., partners, suppliers, customers, global offices).

Using nothing more than a Web browser, PTC's PDS allows team members to access any form of digital product information, and easily participate in critical product development processes and decisions. Globally dispersed product development teams can work concurrently on the same product designs via the Web, while promoting the maximum degree of design reuse and design quality.

Today, a wealth of digital product information is created using external applications, which causes problems with data compatibility. PTC's PDS solves this issue by using standard, available interfaces that capture and manage critical digital product data as it is being created. PTC's PDS seamlessly integrates data from a multitude of sources, including any of the major MCAD and ECAD packages, several team data managers, and Microsoft desktop applications. PTC's PDS also provides full visualization and markup capabilities for heterogeneous CAD files.

With a single source of product information across their enterprise, global manufacturers and their supply chains are finally able to leverage their most valuable asset—digital product data—to create new and better products faster.

## PTC—Uniquely Qualified

Effective digital product data management not only requires superior technology, it also requires the ability to understand how it impacts critical business processes and people in the organization. PTC's PDS delivers a combination of leading technology, process optimization, and proven adoption methods that can ensure a successful digital product data management initiative.

With the experience gained from working with more than 30,000 leading companies in a variety of manufacturing industries, PTC understands how to leverage technology appropriately to ensure full support for optimized processes that can be successfully implemented and adopted throughout your organization.

## For More Information

To learn how to optimize your digital product data management process, please visit our website at:
http://www.single-sourcing.com/

*\*"Choosing a PDM Solution White Paper" by Smart Solutions, Givat Shmuel, Israel
\*"PLM — It's for Any Manufacturer Striving for Product Excellence" white paper, Aberdeen Group

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