

PLM is fast gaining recognition

Product Lifecycle Management (PLM) as an enterprise application is fast gaining recognition with potentially strong impact on industry practice. Unlike other enterprise applications like ERP/ SCM/ CRM etc, which are all focused around improving operational efficiency, PLM impacts the top line by virtue of its role in introducing better and innovative products, faster time to market and reduced development costs. This compelling value proposition is drawing more and more manufacturing companies to deploy PLM solutions.

India's contribution to the PLM industry needs to be measured, not in terms of the revenue generated by PLM companies from India, but by the role that India is playing in accelerating the PLM adoption globally. Some examples are:

- Most large multinational manufacturing corporations are setting up design centres in India and getting significant work being done from these centres.
- Indian companies are actively participating in both manufacturing supply chains as well as design supply chains of global corporations. PLM tools play a critical role in facilitating this.
- PLM vendors like UGS have software development centres making significant contributions in its product rollouts.
- UGS is a leading provider of PLM solutions globally, with a dominant position in India. We would like to strengthen this position of leadership and extend it across all segments of the market, across various industry verticals. We are aiming to harness the potential of this growing market in terms of:



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- Enriching and broadening our product portfolio by way of adding functionality through development efforts, or acquiring technology components from outside and integrating them into our product suite.

- Packaging and positioning our solutions to make them easy to adopt and ensuring faster time to value for all segments of the market, be it enterprises, or SMEs. We are also consciously working towards aligning our product capabilities with specific needs of various industry segments like Automotive, Aerospace and Defence, Machinery, High Tech electronics etc.

Our objective is to align our solutions with the real world requirements of our customers. We have a good understanding of the challenges faced by the manufacturing companies today, and the initiatives required to address them. Our endeavour is to ensure that our products are able to enable these initiatives effectively. The biggest challenge facing an accelerated adoption of PLM is the shortage of skilled resources, which organisations need to fully exploit the benefits that PLM solutions can deliver. Even as we try to bridge this demand – supply gap by facilitating inclusion of these tools in the curriculum of engineering colleges, we wish the government and apex bodies like All India Council for Technical Education consciously work towards ensuring large-scale exposure to such tools at the graduation level. The other support we wish to get from industry associations and media is to generate awareness, and appreciation of the benefits from deploying solutions like PLM. We look forward to forums being provided to solution providers like us, to facilitate this. **120**

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