

# Public PLM Certificate Program

## A CIMdata PLM Leadership Education & Training Program

For more than twenty-eight years, CIMdata has been working in the Product Lifecycle Management (PLM) industry. Our consulting services and research expertise are known around the world for best practice-based content. CIMdata has leveraged its knowledge and experience to create the PLM Certificate Program as a central part of CIMdata PLM Leadership—the PLM industry’s most comprehensive non-biased education and training program for today’s PLM professionals.

CIMdata PLM Leadership is comprised of a set of well defined, assessment-based PLM education and training certificate programs, short courses, and webinars. The certificate programs are delivered through a series of education and training sessions and are intended to ensure that those who participate in a PLM project all have a strong understanding of PLM concepts and industry leading best-practices.

These certificate programs are available to industrial companies who are considering or implementing PLM, and to PLM technology and service solution suppliers. Additionally, these programs are offered in a number of different configurations, including the configuration described herein (please see [www.CIMdata.com](http://www.CIMdata.com) for additional detail).

### Public PLM Certificate Program

CIMdata’s Public PLM Certificate Program leverages CIMdata’s internationally recognized 5-day *PLM Certificate Program for Industrial Organizations and PLM Solution Suppliers*. This assessment-based certificate program satisfies the main PLM education requirements of medium and large enterprises. The program also provides primary PLM education to PLM solution suppliers (i.e., PLM software and services organizations) and their employees who are responsible for providing PLM implementation services. The Public version of the program provides organizations with an exclusively presented series of educational seminars that may be tailored to their specific industry and/or topical needs.

*“Wish I had this BEFORE we implemented our PLM. It will be good for continuous improvement.”—Anonymous.*

The Public PLM Certificate Program is delivered through a series of education and training sessions. All sessions are 3.5 in duration. Furthermore, the intent is to tailor the delivery of the program’s content, within the given time restrictions, to address any industrial specific issues impacting the attendees.

The certificate program is delivered over three or five consecutive business days. Each day runs from approximately 8:30am to 4:30pm with one mid-morning break, a lunch break, and one mid-afternoon break. The students in the course are also expected to take part in team exercises that may require additional time outside of the time allotted to the sessions.

*“The PLM course provides a great overall view of the business value of PLM. It will expand your knowledge so you can extend PLM benefits in your organization.”—Dan Miles, Tata Technologies.*

The certificate program includes a combination of lectures, industry case studies, group exercises, and tests.

Successful completion of a 5-day program leads to a *Standard Certificate of PLM Leadership* and successful completion of a 3-day program results in a *Core Certificate of PLM Leadership*.

### Target Audience

The target audience for the Public PLM Certificate Program includes, but is not limited to:

- Mid-Level Business Managers
- Program Champions
- Business Subject Matter Experts
- Project Leaders
- PLM Project Team Members
- IT Professionals
- IT Managers

### Target Industries

The Public PLM Certificate Program has been designed to be industry independent. However, industry-specific content (e.g., process discussions, examples, cases studies) can be easily added if the program is being delivered to a specific company or industry group.

### Certificate Program Outline

- Day 1:** Session 1a: Introduction to PLM  
Session 1b: Introduction to PLM, continued
- Day 2:** Session 2: PLM Benefits & Potential Value  
Session 3: PLM Strategy & Solution Definition

**Day 3:** Session 4: PLM Solution Evaluation & Selection  
Session 5: PLM Implementation, Monitoring & Continuous Improvement

**Day 4:** Session 6: PLM Process Development & Testing  
Session 7: Integrating PLM within the Enterprise

**Day 5:** Session 8: Expanding PLM Across the Value Chain  
Session 9: Configuration Management's Role in PLM

## Delivery

A team of internationally experienced, senior-level CIMdata consultants will deliver all course material in English. All presentation materials are provided to each participant in a printed notebook as well as in a fully searchable set of PDF files provided on a CD.

*"Very worthwhile, will definitely help move our own PLM initiative forward."*—Allen Heindel, Crown Equipment Corporation.

## 5-Day Pricing

The 5-day Public PLM Certificate Program cost is calculated per student per company represented. The non-member pricing is as follows:

- First student sent by a specific company—US \$3,750
- Students #2 through #5—US \$3,450 each
- Students #6+—US \$2,950 each

*CIMdata PLM Community Members* (contact CIMdata for additional information) are entitled to take advantage of the following pricing schedule:

- First student sent by a specific company—US \$3,450
- Students #2 through #5—US \$3,100 each
- Students #6+—US \$2,500 each

All monetary figures are in United States Dollars.

## 3-Day Pricing

The 3-day Public PLM Certificate Program cost is calculated per student per company represented. The non-member pricing is as follows:

- First student sent by a specific company—US \$2,750
- Students #2 through #5—US \$2,450 each
- Students #6+—US \$1,950 each

*CIMdata PLM Community Members* (contact CIMdata for additional information) are entitled to take advantage of the following pricing schedule:

- First student sent by a specific company—US \$2,500
- Students #2 through #5—US \$2,200 each
- Students #6+—US \$1,750 each

All monetary figures are in United States Dollars.

## Notes

- Any travel expenses incurred by participants are the responsibility of the attendee and are not handled by CIMdata.
- Special prices are available for companies that would like the courses to be customized for their employees.

## About CIMdata

CIMdata, a leading independent worldwide firm, provides strategic management consulting to maximize an enterprise's ability to design and deliver innovative products and services through the application of Product Lifecycle Management (PLM) solutions. Since its founding more than 28 years ago, CIMdata has delivered world-class knowledge, expertise, and best-practice methods on PLM solutions. These solutions incorporate both business processes and a wide-ranging set of PLM enabling technologies.

CIMdata works with both industrial organizations and suppliers of technologies and services seeking competitive advantage in the global economy. CIMdata helps industrial organizations establish effective PLM strategies, assists in the identification of requirements and selection of PLM technologies, helps organizations optimize their operational structure and processes to implement solutions, and assists in the deployment of these solutions. For PLM solution suppliers, CIMdata helps define business and market strategies, delivers worldwide market information and analyses, provides education and support for internal sales and marketing teams, as well as overall support at all stages of business and product programs to make them optimally effective in their markets.

In addition to consulting, CIMdata conducts research, provides PLM-focused subscription services, and produces several commercial publications. The company also provides industry education through PLM certificate programs, seminars, and conferences worldwide. CIMdata serves clients around the world from offices in North America, Europe, and Asia Pacific.

To learn more about CIMdata's services, visit our website at [www.CIMdata.com](http://www.CIMdata.com) or contact CIMdata at: 3909 Research Park Drive, Ann Arbor, MI 48108, USA. Tel: +1 734.668.9922. Fax: +1 734.668.1957; or at Oogststraat 20, 6004 CV Weert, The Netherlands. Tel: +31 (0)495.533.666.