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Integrating PLM And PIM For Maximum Value

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Historically, product lifecycle management (PLM) has focused on driving product profitability by shaping the cash flow curve and getting answers to where to invest, how to maximize revenue, and how to control product transitions and minimize after-market costs. PLM goals have included:

- Shortening the time to market for new product innovation
- Providing operational efficiencies and reduced costs
- Raising product quality, and
- Improving the success rate for new product adoption

Going forward, PLM must evolve to include within its scope an associated business strategy that has evolved in parallel – product information management (PIM).

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