



FOR IMMEDIATE RELEASE

CONTACT:

Dr Kais Al-Timimi
Datamation Limited
95 High Street,
Girton,
Cambridge
CB3 0QQ
United Kingdom

Tel +44 1223 572 579
Mobile +44 7780 605 969
kaisa@datamation.co.uk
www.datamation.co.uk
[Linked](#)  [Twitter](#)

Datamation announce the publication of the Datamation PLM Model 2010

New edition puts focus on the business context and provides a roadmap for achieving the PLM vision presented in the report

Cambridge, UK, and Zürich, Switzerland, 6th May 2010 – Datamation Limited, a leading PLM consultancy and analyst firm announce the publication of the Fifth Edition of the Datamation PLM Model 2010, aimed at programme managers and implementers as well as CEOs, CIOs, CFOs and investors in related technology. The report provides a clear picture of how PLM, as defined in the report, can provide a vehicle for business improvement and value creation that goes well beyond data and document management.

Central to the Datamation PLM Model is the notion that business applications deliver value through the use and reuse of information assets. This simple idea is used to explain most of the seemingly intractable problems that organisations face today including:

1. Why Data quality and data integrity are still prevalent in spite of the huge advances and sophistication of PDM/PLM technology?
2. Why, in this “digital age” companies continue to rely on huge number of business applications that have long past their sell-by-date?
3. Why over 50% of the cost of implementing and maintaining a PDM/PLM solution goes on integrations and customisations?
4. Why the use of standards such as STEP (ISO 10303) and ISO 15926 has failed to provide a solution to interoperability problems in spite of the immense effort that has gone into their development over the past two decades?
5. Why doubling and trebling of budgeted costs and time scales on major programmes is “accepted as the norm” instead of the big failure it represents?

The document will further explain that:

6. Most of the problems listed above and others that we see today stem from the fragmentation of business information assets over multiple disjointed “Silos / Stove Pipes”.
7. Integration of business information assets can deliver significant value to the business through the creation of an environment where they are readily and universally reusable
8. Furthermore, the integration of business information assets lays the foundation for virtually unlimited potential for value creation, based on a new approach that is called **Business Engineering**

Business Engineering is defined in the report as:

“Business Engineering is an analytical approach to help deliver business objectives in real life dynamic environments and within business and regulatory constraints.”

Many aspects of *Business Engineering* have already been adopted in the past through a wide range of business approaches. But they have been separately that reflects the disjointedness of business applications that support them. These including:

- ❖ Value Engineering & portfolio management
- ❖ Systems Engineering
- ❖ Business Process Improvement
- ❖ Lean Manufacturing & Just in Time
- ❖ Stakeholder Collaboration (both internal and external)
- ❖ Risk Management
- ❖ Reliability and safety
- ❖ Quality management
- ❖ Asset management & operations
- ❖ PDM/PLM capabilities including
 - Change Management
 - Configuration Management
 - History Management (traceability)
 - Information integrity and access control
 - Intellect property protection
- ❖ etc.

Business Engineering takes a coherent and holistic view to all these that is only possible through the integration of business information assets.

“The new edition of the Datamation PLM Model introduces a fresh look at PLM with the business context at the centre”, said Dr Kais Al-Timimi, Managing Director of Datamation. *“Over the past three decades we have seen the emergence of many business approaches each looks at one aspect of the business. We have shown in this report that it is possible take a coherent and holistic view of the whole business rather than the current narrow process focused approach. What is more, we have shown that the technology needed to support the new approach not only exists today, but is sufficiently mature to deliver it”.*

“Less than 50% of investment in PLM solutions today is spent on software licenses, the remainder typically goes on related services and that does not include data migration services.”, said Peter Strookman, Managing Director of InsidePLM and contributor to the report. *“The real problem however, is not the cost of these services but the lost opportunity of delivering significant and measurable value to the*

business. The processes of requirement specification, evaluation, selection and deployment tend to be side-tracked into comparing solutions features and functions instead of developing a model to show how value will be delivered to the business.”

“Operating and maintaining PLM installations can be a nightmare”, said Joep Mintjens, Managing Director of PLM Consultancy and contributor to the report. “Whenever a new stakeholder is involved, requirements change or a new revision of a system is installed, it results in the need to update the interfaces and integrations between the PLM solution and other business systems and custom environments. In addition to the huge costs involved, these also result in significant disruption to day-to-day operations leading to postponements and lost of benefits and business value . The PLM Model provides useful guidelines as to how this can be minimised through data integration which provide a solid foundation for building well structured processess”.

About Datamation Limited

Formed in 1993, Datamation Limited is one of the leading Consultants and Analyst firms in the area of Data Management and Data Integration in Europe. Datamation were the first to recognise that to effectively deliver Through Life Management, a value-centric approach is needed to replace the prevailing application-centric approach. This new approach was articulated in the First Edition of the Datamation PLM Model report published in January 2003 and refined since.

Datamation, together with technology and implementation partners, have designed a complete programme and methodologies to help companies develop and implement the *Data Integration* and *Business Engineering* strategies described in this report. The programme covers:

1. Analysis of the “as-is” and “to be” environments
2. Development of a multi-stage evolutionary implementation road map that maximises value from existing investments
3. Project managing the implementation programme
4. Providing related awareness, education and training programmes