

PRODUCT LIFECYCLE MANAGEMENT IN THE DIGITAL FUTURE

The catalyst for IoT, Industry 4.0 and Digital Twin

PRODUCT MANAGEMENT

61% of companies have expanded their product portfolio with **smart product** features.


71% of companies are insufficiently prepared for increasing **product and production complexity**.



ENGINEERING

More than **80%** of respondents maintain **variant management** manually or with simple tools.

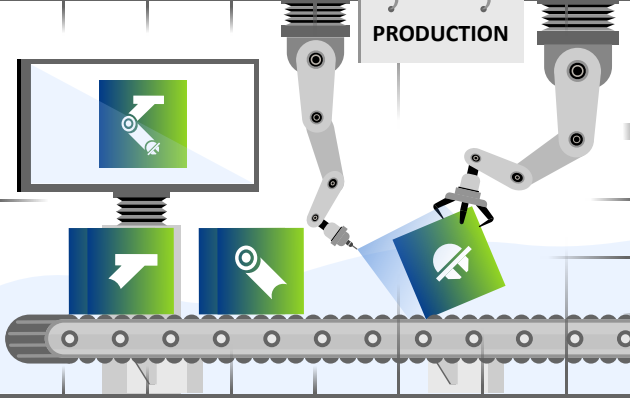
83% of companies do not have a consistently defined product configuration process.



PRODUCTION

67% of respondents plan to accelerate the integration of **PLM-ERP-MES** to optimize value creation.

78% of companies see **Digital Twins** as a competitive advantage.



SERVICE

For **72%** of companies, sales and service are only **marginally** or **moderately** integrated into the **product emergence** process.



Recommendations for action

1

Embed future requirements of digitalization in the **organization** in a **function-oriented manner (CDO/CPO)**.

2

Set up a central, integrated, **interdisciplinary product data backbone**.

3

Establish consistency, transparency and traceability across the entire **product life cycle** as closed loop.



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