Do you need to accelerate your Digital Transformation initiatives?

Fill out the following checklist and discover if a Configuration Lifecycle Management (CLM) approach could benefit your organization.

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Digital Transformation: The Business Value to Manufacturers

To compete smarter, faster and with greater intensity in the future, start with the decision to digitally transform manufacturing today. Early adopters of digital transformation initiatives are already experiencing improvement of existing products using greater insights, reduction of Cost of Goods Sold (COGS), Sales, General & Administrative (SG&A) and greatly improved customer experiences.

Digitally Transforming Your Business Drives More Revenue.

Tracking cost reductions generated from digital optimization efforts are easy to sell to any CEO or Board of Directors because they promise, and deliver, results that make an impact on financial performance. Manufacturers excelling at digital transformation start by optimizing every aspect of their organizations, especially those directly aligned with customers.

By integrating the many front-end processes enabled by CRM, CPQ and product configuration systems with back-end systems comprised of ERP, PLM and CAD, manufacturers are growing faster. They are digitally transforming their businesses using an end-to-end solution — Configuration Lifecycle Management (CLM) — as the foundation for future growth.

What is CLM?

Configuration Lifecycle Management (CLM) aligns every business function that touches configured products; from engineering and sales, to manufacturing and service; to one single source of configuration truth.

CLM enables manufacturers to plan and launch new products more efficiently and at a lower cost when all four systems are integrated from the customers' perspective first. Improving time-to-market on new products and excelling at time-to-customer are two of the most important metrics customer-driven manufacturers rely on today.

By increasing speed to market and achieving a seamless lifecycle for their configurable products, **CLM helps companies attain, and maintain, a competitive edge.**

Can you benefit from CLM?

The following checklist is designed to help you determine if your company could benefit from a CLM approach.

Increasing Product Complexity

Are your products becoming more complex?

Innovation doesn't stop. Increasing features, functions and options that reflect changing customer preferences continue to rise.

With CLM, the product definitions created by Engineering are aligned with the customer preferences from Marketing, resulting in faster time to market with new and updated products.

Global Sales Channels

Does your company have plans to sell in new markets or via new distribution channels?

True growth comes from global expansion. But with global expansion comes additional complexities. What are the local regulations in terms of safety? What are the regional customer preferences? How does geography and climate impact product design and offerings?

CLM ensures your sales teams have access to correct product and pricing data, so they can accurately and quickly quote and sell the right product at the right price.

Smart, Connected Products

Are you integrating software into your products?

Internet of Things and Edge Computing are just the beginning. The proliferation of embedded software and sensors means your relationship to the product and the customer continue long after the point of sale.

By having full knowledge of your installed base, CLM ensures that when your customers upgrade the OS in their products, you maintain a complete digital twin for upsell, cross-sell and service revenue.

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Manufacturing Optimization

Have your manufacturing facilities experienced a stoppage due to an incorrect BOM?

Stopping a production line can cost your company millions of dollars per hour, not to mention the negative customer experience.

By having only accurate, verified configuration data available to Sales, Manufacturing, Engineering and Service, there is no chance of one business unit building a quote based on outdated product or pricing data.

Service Excellence

Are you sometimes missing an accurate and thorough understanding of your installed base?

There are few things more frustrating than sending a service technician to a remote location, only to find out the service order doesn't reflect after-market changes or upgrades.

Maintaining accurate configuration data doesn't only apply to 'pre-sales.' That same configuration thread needs to be maintained to reflect upgrades and changes, including software updates and prior service modifications.

New Product Introduction

Are your competitors beating you to market with new product innovations?

If you're not first, you're last.

Your company needs to be responsive to changing market preferences to execute new product introductions at scale. With CLM, Marketing and Engineering data is shared in a way that enables companies to leverage customer input into new product designs faster.

Which questions relate to you and your organization?

QUESTION 1

☐ Are your products becoming more complex?

QUESTION 2

☐ Does your company have plans to sell in new markets or via new distribution channels?

QUESTION 3

☐ Are you integrating software into your products?

QUESTION 4

☐ Have your manufacturing facilities experienced a stoppage due to an incorrect BOM?

QUESTION 5

☐ Are you sometimes missing an accurate and thorough understanding of your installed base?

QUESTION 6

☐ Are your competitors beating you to market with new product innovations?

What's next?

If you've checked off more than three items, your organization would benefit from a CLM solution.

Reach out today to discuss how Configit can help, or register to receive periodic CLM information including trends, videos, recommendations, and information on the Configit CLM Summit.

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Join the CLM Community

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We build configuration solutions for manufacturing companies to master the challenges of getting configurable products and services to market faster, and to sell, manufacture, and service them more effectively.

Trusted by the world's largest manufacturing companies for their mission-critical functions, our advanced configuration platform built on Virtual Tabulation® technology handles the most complex products on the market.

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