

Looking to Accelerate your Digital Transformation Initiatives?

Complete this checklist to see if a Configuration Lifecycle Management (CLM) approach can benefit your organization.

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The background of the slide features a high-angle, wide shot of a dense urban skyline, likely San Francisco, with numerous skyscrapers and residential buildings. Overlaid on this image are several digital and network-themed graphics. In the upper left, there is a large, semi-transparent hexagon containing a white play button icon. To its right, another hexagon contains a white folder icon. A network of white lines connects various circular nodes across the sky. Other smaller icons include a Wi-Fi symbol, a location pin, a magnifying glass, and a bar chart. Faint numerical data like '993.28', '268.3', and '667.4' are also visible near some nodes.

Digital Transformation: Unlocking Business Value for 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.



Digital Transformation: A Revenue Driver for your Business

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 front-end processes enabled by CRM, CPQ and product configuration systems with back-end systems comprised of ERP, PLM and CAD, manufacturers achieve accelerated growth.

What is CLM?

Configuration Lifecycle Management (CLM) unifies every business function involved with configured products, from engineering and sales to manufacturing and service, into a shared source of configuration truth.

CLM enables manufacturers to plan and launch new products more efficiently and at a lower cost by integrating all core systems from a customer-centric perspective.

It helps companies gain and maintain a competitive edge by increasing speed to market and ensuring a seamless lifecycle for their configurable products. Improving time-to-market for new products and excelling at time-to-customer are critical metrics for today's customer-driven manufacturers.

Can you benefit from CLM?

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

The Six Key Questions



QUESTION 1

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.



QUESTION 2

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.

QUESTION 3

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.



QUESTION 4

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.





QUESTION 5

Service Excellence

Do you lack 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.

QUESTION 6

New Product Introduction

Are competitors
outpacing you in new
product innovation?

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

☐

Do you lack an accurate and thorough understanding of your installed base?

QUESTION 6

☐

Are 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 approach.

Reach out today to schedule a demo with one of Configit's configuration experts.

Explore how Configit's customers are enhancing and enriching their tech investments using a CLM approach by visiting our Customer Success Stories.

Schedule a demo



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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