

# Product Lifecycle Management



Engineering and Industrial Services



Organizations operate in a world of evolving technologies, shorter product life spans, globally-distributed business units and project teams, and rising regulatory requirements. To maintain your competitive edge, you need to adopt solutions that will enhance quality, improve efficiency, quicken time-to-market, and reduce cost. Tata Consultancy Services' (TCS) Product Lifecycle Management (PLM) solution enables you to effectively meet these challenges, by allowing you to focus on product development, while managing all aspects of your product evolution.

## Overview

As you manage large operations, you are constantly challenged by longer time-to-market, rising cost, high rejection rates in quality approvals and compliance to regulatory norms. Silos of redundant data, duplication of efforts for design and manufacture, numerous CAX tools for Product Definition, limited interoperability, multiple disconnected sites across the world, diverse standards, processes across sites and multiple legacy systems add to your challenges.

TCS' PLM solutions are focused towards providing visibility of product and performance by integrating data, knowledge and business processes, and making them accessible across your enterprise and the extended enterprise. Our PLM Solutions are more than just enablement of technology capabilities. Our PLM Solutions help transform the way organizations manage their product related processes transcending functional, enterprise and geographical barriers and help them innovate by leveraging the company's intellectual assets.

## What We Offer

TCS has built wide range of PLM Solutions for managing to digitize and manage entire product lifecycle, from product conceptualization, to design, manufacturing, installation, maintenance and finally retirement. We implement PLM using a multi-generation business plan, enabling you to target low risk, high-impact solutions for achieving a rapid return on your investment. This will also increase returns towards the maturity level of the implementation.

We work on cutting edge PLM products from Siemens PLM, PTC, Dassault Systemes, Oracle and SAP to provide services and solutions across automotive, aerospace, hi-tech, retail and life sciences verticals.

TCS' PLM solutions offer the following services

### ■ Functional Offerings

#### **PLM for New Product Development and**

**Introduction (NPDI):** We help enable NPDI through creation and organization of product ideas as they are conceived, converting these ideas into products, efficient allocation of organization resources through portfolio management, project management of various product programs and supplier collaboration for design and manufacturing outsourcing.

**PLM for Service Lifecycle Management:** PLM enables an integrated view of the product facilitating Engineering Design, Manufacturing Engineering & Process Management, Service Planning and Service Operations implementing specific processes to develop and service the product. In the absence of "one size fits all" solution, we help to establish process oriented solutions to provide a platform of accurate information for a product in service by treating service as part of the product launch activities. Our Service Lifecycle Management offerings help in managing the Service data, facilitating MRO and Asset Management and the associated Process support.



■ **Service Offerings**

**Business Consulting and Transformation:**

Combining the expertise of business consultants from specific industries and PLM consultants, we quickly identify right process improvements and maximize returns from your investment. We help you define your PLM vision and implementation roadmap, and provide you with cost-benefit analysis and ROI calculation, process study and re-engineering, benchmarking, product recommendation, fit gap analysis and assessment of PLM implementation.

**PLM Implementation:** We provide IT services in the area of PLM product implementation which includes configuration, customization, integration, migration, maintenance, support and testing.

**Sustenance:** TCS Leverages ITIL framework to help companies maximize their investments in PLM applications by providing best-in-class support - from help desk service to user community, system administration to performance tuning.

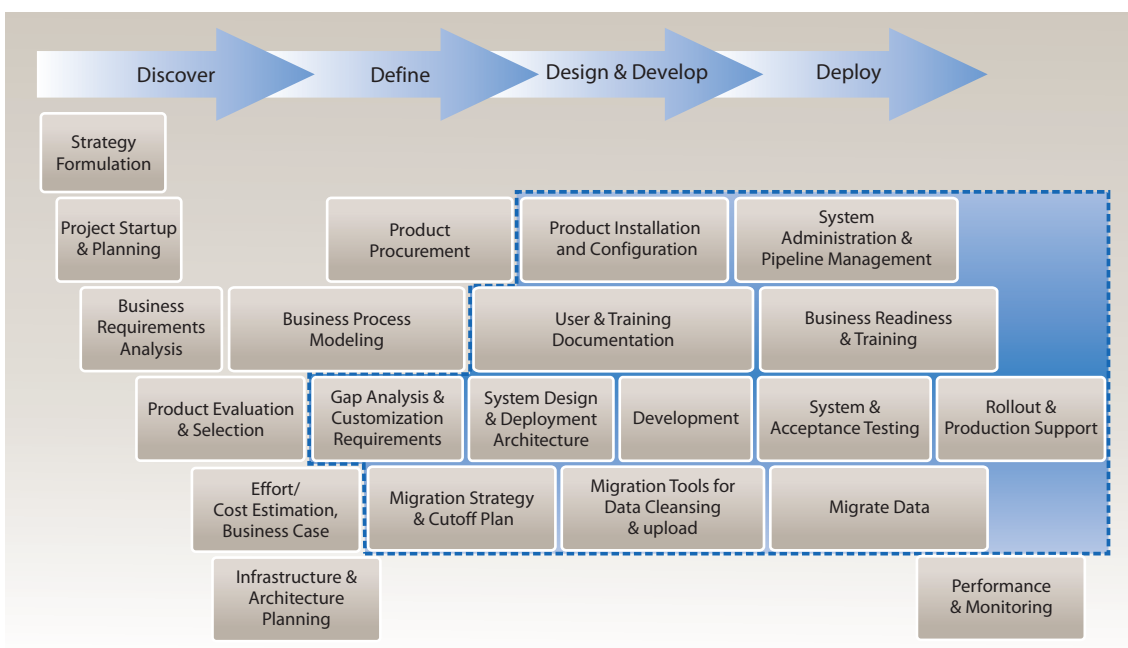
■ **Technical Offerings**

**Integrations:** We help you integrate PLM to CAD, ERP, CRM and legacy applications, thereby helping to break silos in your organization.

**Infrastructure:** We help customers achieve the balance between TCO and Performance-Reliability ratio by optimizing infrastructure requirements. Our consultants will help you with Server /Network Capacity Planning, Performance Tuning, Multisite setup and configuration of the same.

**Upgrades:** Today's PLM scenario is witnessing the rollout of next generation PLM systems from all major PLM vendors. Customers have laid out their plans to migrate to the next generation PLM systems. Our consultants ensure a hassle-free upgrade to latest versions of your PLM software.

**Migration:** We have established frameworks and tool driven approaches for rapid migration to a new environment.



## Why TCS

At TCS we have a rich talent pool of associates, skilled in various PLM technologies, and with vast experience in PLM product development and implementation. We bring to the engagement:

- **Technology Experience and Domain Skills**  
TCS brings a unique combination of technology experience and domain skills along with an 'End-User' perspective on PLM. With rich experience of successful implementations, consolidated breadth of experience, cross functional expertise ranging from product development, to manufacturing and sourcing, TCS has gained knowledge and experience in different technologies and verticals;
- **Centers of Excellence (CoEs)** Our CoEs track technology trends, arrange workshops, create proof-of-concepts, create assets, build and maintain alliances and develop competency for our PLM associates. We have created 'Teamcenter MDI' for the medical devices industry, which enables clients to manage digital product information across the lifecycle in accordance with FDA regulatory requirements;
- **Alliances** We have strong SI and Implementation partnerships with leading PLM Product Vendors such as Dassault Systems, Oracle, PTC, SAP and Siemens PLM. Our long and multi-faceted relationship with the product vendors allows us to provide superior Consulting, Implementation and Application Support services.

## Contact

To know more about TCS Product Lifecycle Management Solutions, contact [corporate.engineering@tcs.com](mailto:corporate.engineering@tcs.com)

### About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at [www.tcs.com](http://www.tcs.com)

## IT Services Business Solutions Outsourcing

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## How we help our customers

### **Integrated Bill of Material (BOM) between engineering, manufacturing and sourcing departments**

A European based equipment manufacturing company offering services to global oil and gas industry was taking around 12 months from order to shipping, increasing customer dissatisfaction (due to delivery slippages). TCS formulated the strategy and implemented PLM solution restructuring their BOM that integrated bill of material between engineering, manufacturing and sourcing departments creating a unified BOM across the enterprise. The company was able to reduce its execution time by 30%, thereby increasing operational efficiency.

### **Digitization of NPI processes leads to increase in number of vehicle programs**

A large Indian Automotive OEM wanted to transform to process driven organization in order to increase the efficiency of their NPI processes. TCS digitized their NPI processes and created a management dashboard for the KPI's. The company was able to increase the number of vehicle programs – from 1-2 new products per year to 5-6, with better on-time delivery and reduction in design and production rework due to prototype validation.