PRODUCT LIFECYCLE MANAGEMENT FRAMEWORK FOR BUSINESS TRANSFORMATION

I.D.M. Donoghue, L. Hannola, J. Papinniemi
School of Business and Management, Lappeenranta University of Technology (LUT), Finland

Abstract
The role of Product Lifecycle Management (PLM) in business change varies in scope and impact. PLM initiatives range from Information System (IS) change to strategic business transformation, and capabilities to implement PLM successfully are unclear. The paper identifies a PLM framework for transition and related variables. Understanding these variables influence successful PLM transformation. The methods used in this paper include a literature review on existing frameworks available for PLM initiatives. This paper is based on a PLM case study done 2011 – 2015 when the company's strategy transformed it from an engineering company to a product and service company. The results show strategy driven PLM transformation impacting a company at many levels, and PLM focusing on IS driven process harmonisation fails due to limited knowledge of the business models, products and services. The conclusions are that PLM is at the core of business transformation and cross-functional impacting products, services and customers.