

# Product Lifecycle Management

## Course Introduction:

Introducing a new product to the market involves many steps spanning across various departments in a company. The path to successful product launch is fraught with challenges. Even if the design and engineering departments come up with sound prototype with creative use of available technology, a product can still fail. The marketing team could miss out on the opportunity or the customer service representatives may not have enough information or expertise about the product to provide needed quality after sales service.

Wherever the weak links lie, a chance to penetrate the market and expand profits can be missed. The key to ensure that such unfortunate turn of events does not happen a company must be able to send information about a product throughout the varying departments that have a hand in its success. This is where PLM, or product lifecycle management, becomes highly significant

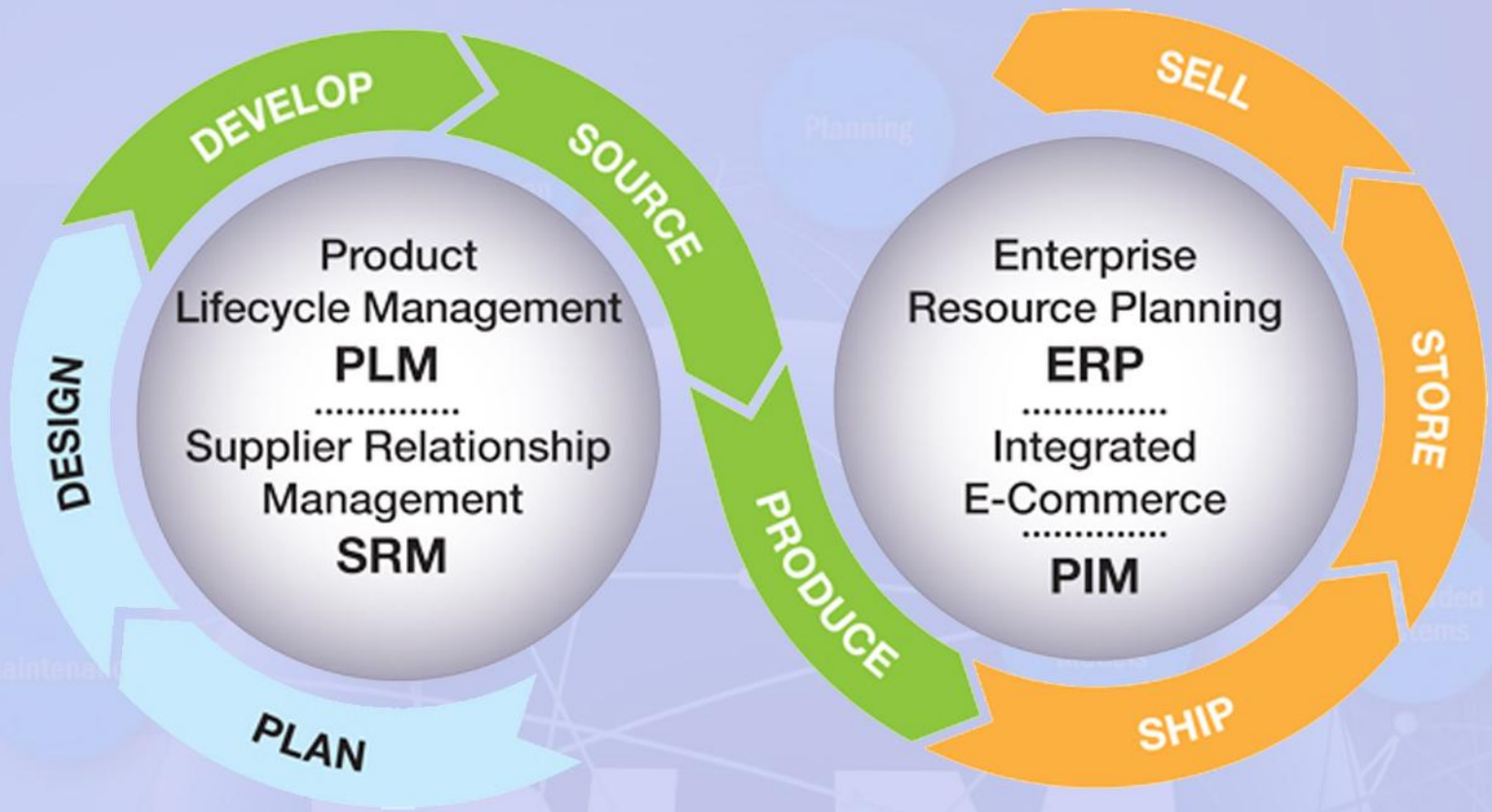
## About the Speaker : Mr. Kushaal Desai, PD-IT Business Engagement, Mahindra Rise

**Program Management** – Working synergistically with a cross functional team with a common goal of delivering a product/service on time, within budget and exceeding expected quality parameters is my forte.  
**PLM Process Tools** – Configuration and Customizing the Product Life Cycle Management tools as per the business needs of the client always excites me. In fact, I would love to be part of developing any software tool that solves corporate or government body's data/resource management problems. **IOT (Internet Of Things)** – The Speaker fascinated by the power of IOT and the demanding future that it beholds. I am devoting my free time to come up with a product that revolves around IOT technology (Proof of Concept is ready. Applied for Patent). **Education and Training** – The Speaker an influential teacher when it comes to sharing the knowledge on the subject of my interests. (Philosophy, IOT and PLM)

## Benefits

- Students can apply for jobs in the firms providing PLM products and services
- Industrial domains that need PLM Services
  1. Aerospace and Defense
  2. Automobile and transportation
  3. Customer products and Retail
  4. Electronics and Semi-Conductor
  5. Energy Utilities
  6. Industrial Machinery and Equipment
  7. Marine
  8. Medical services and Pharmaceuticals
  9. Oil, Gas and Refinery
- Any Manufacturing firm needs PLM and business processes in place where PLM consultants are needed for configuring and implementing PLM tools
- Students well trained in PLM concepts can start their career as PLM tool Support guys and then climb up the corporate ladder to become PLM assistant consultant to full time consultants and Delivery managers





**Date:** 25<sup>th</sup> August 2018 ( Saturday )

**Venue:** Machine Design Section, Indian Institute Of Technology, Chennai.

**Registration fee details:**

SAEINDIA Academic Members	INR 1,500/- *
SAEINDIA Student Members	INR 1,000/- *

\*Inclusive of @18% GST

**Payment Method:**

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