

High performance. Delivered.

Doing More with Less

Accenture's Product Lifecycle Services Deliver Innovation and Efficiency in a Complex World

Product Lifecycle Management (PLM) is a strategic business discipline that helps companies organize, develop and manage products and services at every stage, from original idea to retirement from the marketplace. When properly planned and executed, PLM helps companies manage costs and increase returns on R&D investment; through effective PLM, companies can deliver the right product to the right market as quickly as possible.

Accenture's Product Lifecycle Services helps companies deal with complex issues related to the ideation, design, launch, manufacture

and distribution of products in a broad range of industries. We help companies define long-term PLM strategies that align with their corporate vision and goals, and support these strategies with integrated PLM solutions that are proven to increase R&D efficiency, improve R&D ROI and gain competitive advantage along the entire product lifecycle.

A holistic perspective on PLM

Accenture's approach to PLM is more than a functional responsibility, but treats it as an enterprise-wide discipline. In this concept, PLM encompasses a cross-functional transformation that extends beyond the traditional borders of the enterprise to involve the entire ecosystem of partners, customers, and suppliers:

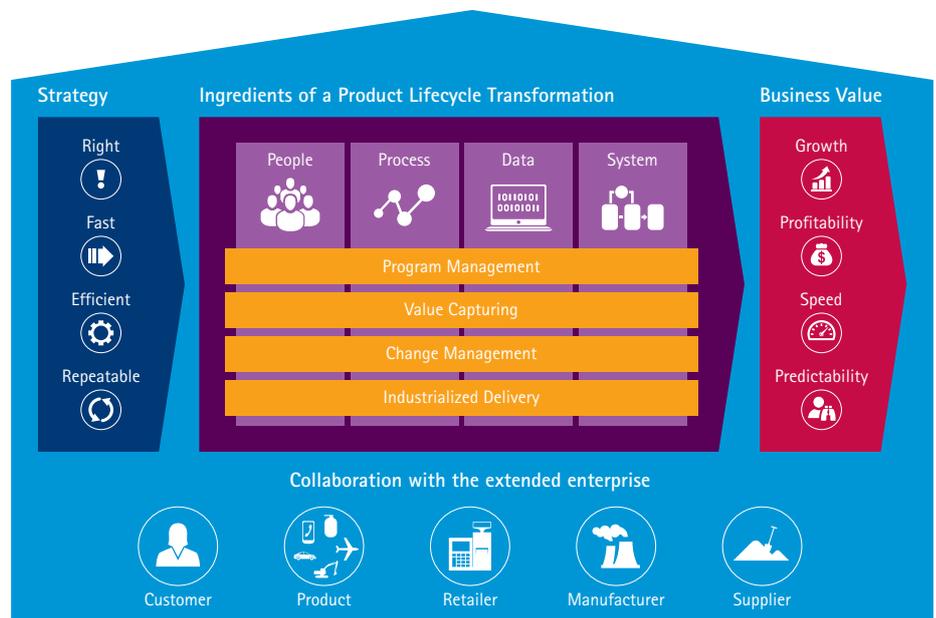


Fig. 1: Key components of an extended, enterprise-wide Product Lifecycle Transformation

Addressing the Largest and Most Complex Problems

With a global team of more than 4,000 PLM professionals and strategic alliances with all major technology vendors, we are able to provide end-to-end support for large-scale PLM programs. We combine our deep industry knowledge with end-to-end services that span the full spectrum of strategy, digital, technology and operations:

Strategy

Companies remain under pressure to innovate and deliver new products to market faster and at lower cost. At the same time, they must deal with increased product and portfolio complexity affecting product profitability. By building a PLM business case and roadmap, developing the right innovation and portfolio strategy, defining PLM processes, designing the appropriate R&D operating model and managing organizational change, we help companies to improve the ROI of their R&D investments.

Digital

Traditional product development value chains, once linear, are now becoming fast-moving product development value networks in which physical and digital lines are blurring. Companies face the challenge of exploiting new digital enablers and technology paradigms, utilizing big product data and digital infrastructures. Accenture helps companies seize the opportunity presented by digital technologies, providing analytics based portfolio optimization, PLM in the cloud, and solutions for virtual prototyping and 3D printing among other digital capabilities.

Technology

Many companies find it hard to deal with the perceived complexity of PLM solutions and the need to carefully integrate PLM technologies into enterprise architectures. Organizations must handle vast quantities of new data along with the difficulties posed by legacy processes and systems. Accenture helps companies optimize their technology investments, with the ability to provide customized leading-edge solutions developed through alliances with major PLM technology providers, such as Dassault

Sièstèmes, PTC, Oracle, SAP and Siemens PLM. Our Technology services also include application architecture design, systems integration, unified ALM-PLM and data migration - to name just a few.

Operations

With intense pressure on costs and continuing volatility and uncertainty in the business environment, companies need to increase the flexibility in their operations, for example by leveraging pay-per-use models. Accenture provides efficient and flexible PLM Operations support and cost-effective application outsourcing arrangements that inject needed agility in operating models.

High Performance - Delivered

Accenture combines decades of PLM experience, extensive PLM capabilities and industry experience to help clients become high-performance businesses:

- By defining a new R&D operating model, Accenture helped a consumer packaged goods company increase speed-to-market of new products by more than 15 percent and improve R&D efficiency by over 20 percent.
- Accenture helped an industrial equipment manufacturer reduce time-to-market and generate savings of \$20 million through streamlining the R&D process and reducing complexity associated with hardware and software.
- With the help of Accenture's Operations services, a leading toy manufacturer was able to significantly reduce costs for supporting and maintaining its PLM system.

By collaborating with Accenture, companies gain access to:

- Accenture's global presence in 200 countries with over 289,000 employees, thereof more than 4,000 PLM specialists
- A high, standardized, level of skills and experiences based on Accenture's proven methodologies, with capabilities available round-the-clock, round-the-world
- Accenture's PLM ecosystem of longstanding alliances with major PLM technology providers, such as Dassault

Adding Depth and Breadth to Accenture's PLM capabilities

To strengthen its end-to-end PLM capabilities even further, Accenture has recently acquired three companies specializing in PLM:

- PRION Group, providing PLM strategy consulting and large-scale implementation and application management services focused on Siemens PLM solutions
- PCO Innovation, combining its experience with advanced technologies and industrial processes, to offer value-added consulting, integration, maintenance and project management services; and
- Evopro Group's industrial and embedded software business that is critical to PLM processes

With these acquisitions Accenture has a comprehensive portfolio of PLM services and expertise to help companies gain a long-term competitive advantage in their industry.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 289,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$28.6 billion for the fiscal year ended Aug. 31, 2013.

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