The Accenture/Siemens PLM Software Alliance

Enabling Efficient Product Lifecycle Management
Companies in a wide range of industries rely upon Product Lifecycle Management (PLM) to grow their business, improve margins, accelerate speed to market, open new market opportunities through innovation, and increase the efficiency of product-related processes. In a business environment characterized by volatility and uncertainty, global product development, manufacturing and support capabilities have become key elements in determining corporate performance.
PLM is the core enabler of modern manufacturing industries, allowing companies to manage the entire lifecycle of a product from its original concept, through engineering design and validation to digital manufacturing, service and possibly recycling. PLM helps companies develop the right products for the right markets around the globe; to expand the range of products and create additional offerings around the product with new services; to improve product quality; and make product portfolio changes as needed on a fast and efficient basis. Through PLM, companies can also generate and maintain the documentation needed to meet legal requirements in multiple countries.

Accenture and Siemens PLM Software – a Powerful Alliance

Siemens PLM Software is a leading provider of PLM software, helping companies optimize their lifecycle processes from planning and development through manufacturing and support. The Teamcenter® portfolio is the world’s most widely used PLM software. Teamcenter helps you deliver increasingly complex products to market while maximizing productivity and streamlining global operations. Accenture, which has worked closely with Siemens since 1998, is an established global Consulting & Systems Integration Alliance Partner for Siemens PLM Software. Accenture combines industry-specific process know-how with deep Teamcenter configuration and implementation expertise and the capability for organizational change management. And, through its end-to-end capabilities and its alliances with other top software providers, Accenture integrates PLM into logistics and finance to provide an effective, digitally supported product process, from requirements, design and definition, to manufacturing, planning and execution, to distribution and support.

Creating Value through the Accenture/Siemens PLM Software Approach

By combining its proprietary assets and industry expertise with Siemens PLM Software’s Teamcenter portfolio, Accenture provides many specific benefits to companies in a wide range of industries. On an enterprise-wide level, this approach can help companies:

- Accelerate innovation, design and delivery of complex products – from aero engines and wind turbines to stylish footwear.
- Plan and design major capital projects – not only coordinating the activities of numerous players, but capturing vital information at every stage of the project.
- Take control of the manufacturing environment – through Accenture expertise and Teamcenter, companies maintain a tighter grip on every element of manufacturing, from creation of bills of materials to closer coordination with vendors and sub-contractors.
- Migrate and re-use data – Accenture’s efficient data migration tools help companies migrate data from any legacy systems to Teamcenter.

- Maximize operating efficiency – With its enterprise-wide capabilities, Accenture can help companies consolidate and enhance global activities, improving returns on investments in plant and equipment as well as software.
- Standardize and align PLM program with company strategy – Companies can unify business processes and methodologies and replace multiple outdated platforms with an integrated Teamcenter platform.

Teamcenter - Simplifying PLM
Through the Siemens PLM Software Alliance, Accenture works with clients on a number of elements that are central to effective product lifecycle management. These include:

**Business transformation**

In its approach to PLM business transformation, Accenture addresses core areas within a client’s business operation, linking people, process, data and the Teamcenter PLM system.

Accenture helps renovate product architectures and challenge product design by collaborating with all supply chain functions, creating further opportunities for product cost reductions and process efficiency. PLM, for example, helps suppliers of parts or components become turn-key operators, while helping original equipment manufacturers (OEMs) add value as solution providers. PLM can help companies localize products through local research and development (R&D) or reduce costs through better maintenance quality. And, as the number of product variants multiplies through the phenomenon of mass customization, PLM can help provide the understanding of product costs – and the impact of product or process changes – needed to realize ROI objectives.

The PLM transformation planning phase starts with identifying the client’s business requirements and strategy, mapping the new process scope of their future Teamcenter based PLM platform and analyzing their current organization processes, data model and existing legacy data.

**Key components of an extended, enterprise-wide Product Lifecycle Transformation**

Accenture’s approach treats PLM as more than a functional responsibility, but rather 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.
Data migration

One of the challenges during a PLM transition is data migration – the large scale transfer of legacy data between different types of storage, systems and formats. PRIMA, Accenture’s data migration engine, is specially designed to deal with massive amounts of data. The data is exported from the legacy system into the PRIMA transition database and transformed before it is loaded into the target system Teamcenter. A main advantage of this industrialized approach is the reuse of the existing data transformation routines that simply need to be configured. This minimizes the migration efforts and nevertheless allows a high degree of flexibility and independence between legacy systems and target system.

PRIMA, based on recognized standards and the long-term PLM experience of qualified professionals, helps reduce costs by detecting issues early in the analysis phase. This helps minimize risks enables the migration of terabytes of data over a short period of time (even a weekend).

Global Assets

Accenture has created various assets based upon Teamcenter. These assets are supporting a rapid deployment of Teamcenter in several industries and include, among others:

Engine-to-Order (ETO) Template
Customers in a range of industries with very custom tailored products have high expectations for the rapid delivery of custom solutions. The optimization of the ETO Process is a key differentiator for success in these market segments. Accenture’s ETO template enables customers to reuse a standardized, proven process to optimize collaboration efficiency for project teams through use of a phase gate model for deliverables as well as pre-defined team folder structures.

Accenture’s approach is based on Teamcenter and helps to streamline the configuration and ETO process. This enables to reduce non-conformance issues by optimizing production planning and quality control through tight ERP integration and the management of “As Built” information for the handover to the client.

Project Portfolio Management (PPM) Connector
PPM Connector is a comprehensive enabler for integrated program management for use in large-scale, capital-intensive industries such as plant construction, energy, and architecture, engineering and construction (AEC). One of its key features is the link to Teamcenter Schedule Manager which connects engineering processes with enterprise project portfolio management tools like SAP, Microsoft and Primavera. This helps organizations address key issues such as sequencing and synchronization.

IFC interface for Building Information Modeling (BIM)

For the architecture, engineering and construction industry (AEC) Accenture has developed an interface for importing “neutral” data in the ISO standard Industry Foundation Class (IFC) into Teamcenter using the JT Visualization capabilities of Siemens PLM. This enables Teamcenter to become the BIM server to manage 3D information created by different authoring systems by different disciplines in a consistent manner. A digital mockup is possible to address design and construction issues as they arise and validate the respective changes.

Technical Publishing

One of the major challenges of complex industrial projects lies in how to effectively re-use information created during the design phase of the equipment and/or plant. The publishing of technical information such as specifications, maintenance manuals or repair instructions represents a large revenue stream for manufacturers, especially if they can extend their customer service capability for Maintenance Repair & Overhaul (MRO) into the after-market for their products. Accenture provides tailored technical documentation services based on a Teamcenter content management system to assist manufacturers in assembling, organizing, publishing and distributing these technical publications on an as-needed basis.

Teamcenter in the Cloud – Easy to use PLM

Teamcenter in the Cloud offers fast and flexible deployment of virtual Teamcenter environments, with the ability to dynamically scale infrastructure up and down based on project needs, without heavy upfront investments. Using Teamcenter, Accenture offers expertise in rapid deployment of footwear products. In addition, Accenture has developed a highly efficient workflow practice connecting design, planning and supply chain to assist customers in their manufacturing processes. This enables global, multi-faceted line planning, including calendar and material management with multi-dimensional costing, identifying fully landed costs by size, color, width, country and manufacturing location.
Global Expertise

Accenture Product Lifecycle Services combines Accenture’s strategy, digital, technology and operations capabilities with services across engineering and manufacturing.

• Our services help companies realize the potential of key enablers of digital innovation such as big data, analytics and cloud computing.

• We assist in the integration of digital engineering capabilities such as 3D printing and prototyping to improve R&D returns.

• Our team has more than 4000 global professionals dedicated to PLM (with 650-plus dedicated to Teamcenter).

• We have developed a proprietary suite of tools dedicated to Siemens PLM Software Teamcenter applications.

• Our expertise spans industries and is particularly strong in major sectors such as automotive, industrial equipment, energy, high-tech, life sciences and consumer products.

• Through our 2013 acquisition of the PRION group, PCO Innovation and the industrial and embedded software business of evopro group, we have enhanced our solutions for PLM business transition, including data migration and Teamcenter implementations.

• Our capabilities in change management, communications, training and automated testing help support companies undertaking such large-scale transformations.

• We offer Application Management services to help clients maintain, operate and improve their Teamcenter PLM applications as they strive to attain high performance. Services include production support, application maintenance, small-scale enhancements and service management.

• Accenture is a Siemens trained implementation provider of Teamcenter on the cloud using Amazon Web Services which is certified and ready for deployment.

Global Reach

Accenture has a presence in more than 120 countries, with 289,000 employees including a network of 3,000 engineers and more than 1,000 dedicated PLM experts.

92 of the Fortune 100 global companies currently use Accenture services.

Within the Accenture workforce, skills and expertise are similar across the globe.

Accenture spends approximately $1 billion annually for training and employee enablement.

Our teams are as global as needed, but as local as possible – with commitment to delivery provided by one central lead for each global program team.
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. Its home page is www.accenture.com.

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