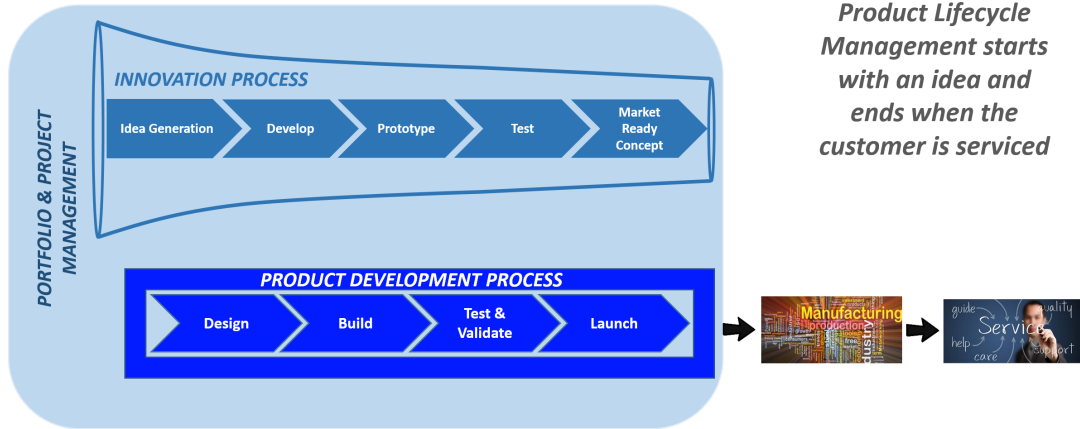




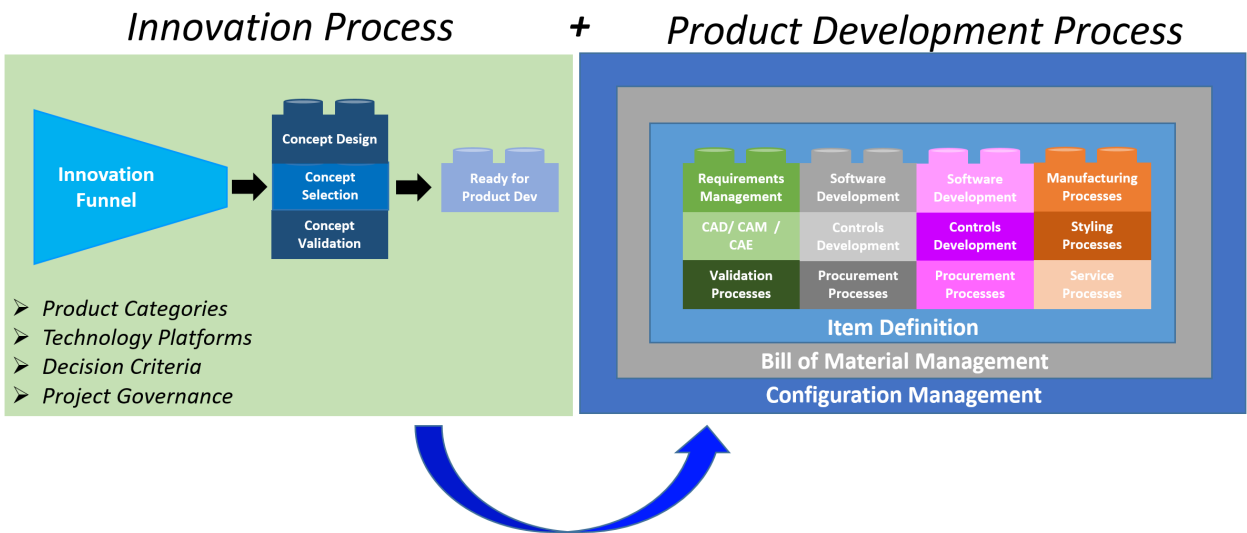
## PRODUCT LIFECYCLE MANAGEMENT

- ◆ PLM extends from Innovation to Service:



- ◆ Biggest Return on Investment is driven from:

- ◆ Optimizing functional process performance of the organization bringing new products to market



- ◆ DRIVEN-4 provides proven PLM experience and frameworks around:

- ◆ Definition of Strategic definition and alignment
- ◆ Enterprise wide process definition & technology for an integrated development environment
- ◆ Functional process definition, optimization and technology implementation
  - ◆ CAD Data Management and Embedded Software Configuration Management
  - ◆ Integrated Bill of Material Process – CAD BOM, EBOM, MFG BOM Views
  - ◆ Validation Process and System
  - ◆ Procurement, Manufacturing and Service process development
- ◆ Process and Data integration with PLM and ERP