Product lifecycle management (PLM) is an information management system that can integrate data, processes, business systems and, ultimately, people in an extended enterprise. PLM software allows you to manage this information throughout the entire lifecycle of a product efficiently and cost-effectively, from ideation, design and manufacture, through service and disposal.

Diverse functions and technologies converge through PLM, including:

- Product data management (PDM)
- Computer-aided design (CAD)
- Computer-aided manufacturing (CAM)
- 3D computer-aided engineering (CAE) and simulation
- Mechatronic system simulation (1D CAE)
- Finite element analysis (FEA)
- Modal testing and analysis
- Digital manufacturing
- Manufacturing operations management (MOM)

**PRODUCT LIFECYCLE MANAGEMENT SOFTWARE HELPS YOU REALIZE INNOVATION**

PLM can be viewed as both an information strategy and as an enterprise strategy. As an information strategy, it builds a coherent data structure by consolidating systems. As an enterprise strategy, it lets global organizations work as a single team to design, produce, support and retire products, while capturing best practices and lessons learned along the way. It empowers your business to make unified, information-driven decisions at every stage in the product lifecycle.

**ABOUT SIEMENS PLM SOFTWARE**

Siemens PLM Software, a business unit of the Siemens Digital Factory Division, is a leading global provider of PLM software and services with more than 11 million licensed seats and 80,000 customers worldwide. Siemens PLM Software is headquartered in Plano, Texas.

**Speaker:** HOWARD WEST JR.
Director, Americas Academic & Research Programs
Siemens PLM Software

Howard is the Director of Academic, Research and Supply Chain programs for the America's Zone, and Howard has been in this role since March 2015. In his previous roles his teams have supported many local Universities, Colleges and have implemented supply chain solutions for several customers.

Prior to his current role Howard was Sales Director for the Eastern United States for Siemens PLM Software, a business unit of the Siemens Digital Factory business unit. Howard had directs sales, services and training responsibilities for the Eastern United States. He had this role from September 2001 until March 2015. His sales teams in the East yearly lead the national US sales organization in Software, Services and Training sales performance.

Howard has had many sales and customer support roles in his 27+ years with Siemens PLM Software and its various predecessor companies. In one of his previous roles, Howard was responsible for the Delphi Automotive Systems Account on a global basis for 7 years. During this time Howard grew Delphi into one of Siemens PLM Top-5 global customers in the years 1998, 1999, 2000 and 2001. In 2000 his sales team was awarded the CEO award for overall sales team performance.

Prior to joining McDonnell Douglas (one of the Siemens PLM Predecessor companies), Howard was manager of central computing at Carnegie Mellon University. Howard earned his B.T. degree in Electrical Engineering from Point Park University in Pittsburgh, Pennsylvania. Howard and his wife Lynda live outside of Washington, PA.