

## Workshop MDM for PLM Data

10:00-16:30 October 12, 2015, IVA Conference Center.

Part of the Royal Swedish Academy of Engineering Sciences, Stockholm

Master Data Management (MDM) typically deals with data that reside in systems in or close to ERP or CRM. A challenge with MDM for product data is that such data is typically defined and managed in several systems, each providing good support for end users in specific roles.

Addressing the end to end process, the product's life cycle and the fact that product data from many sources is used across and beyond any organization, will force us to redefine MDM when it comes to product data.

The business case is becoming clear and it calls for action. Peter Bilello from CIMdata presented at PDT Europe 2014:

- *Monolithic enterprise information technology applications are no longer sustainable and robust enough to serve all business functions*
- *Many argue that the complexity of extended enterprise processes, organizational requirements, and information constructs cannot be addressed by any single solution provider, no matter how large*
- *The new business platform paradigm isn't about departmental process enablement, or even enterprise enablement, but rather extended enterprise process enablement*

Marc Halpern from Gartner addressed MDM at PDT Europe 2014 including the following remarks:

- *IT strategists should adopt MDM as a data hub for content authored in different business applications*
- *CIOs should insist that users replace spreadsheets with enterprise MDM for data with long life cycles*

A workshop is being organized as a precursor to the 2015 PDT Europe conference with the objective of exploring how to address MDM for product data. As standards like STEP and PLCS target collaboration we intent to review the applicability of these related to MDM.

The workshop facilitators are Torbjörn Holm and Kim Nordholm (Eurostep).

If you are interested in participating or need more information please contact the organizers by email to: [pdworkshop2015@eurostep.com](mailto:pdworkshop2015@eurostep.com)

Attendance will be limited in numbers; we therefore encourage you to register early. Priority will be given to presenters.

The event is being run immediately prior to the PDT Europe conference ([www.pdteurope.com](http://www.pdteurope.com)).

Participation in the workshop is at no cost, participants pay for lunch.