1. Take the easy first step with PDM

2. Realize the payback of PDM

3. Invest in PLM and grow

4. See PLM profitability across your business

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**PDM**

PDM gives control of designs, documents, BOMs and processes, primarily to drive engineering efficiency and productivity, but also to improve collaboration across the business.

**PLM**

PLM not only manages all product-related data, but also expands the benefits of PDM across the business, across the product lifecycle, with specialized applications for engineering, manufacturing, procurement, purchasing, suppliers, customers, service, and compliance.

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**Source:** Tech-Clarity Insight: The Business Value of Product Data Management

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**Source:** Aberdeen, Profiting from PLM: Strategy and Delivery of the PLM Program

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**Source:** PDM ROI analysis using SHARK software

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