



SIEMENS

Siemens Digital Industries Software

Speed up innovation in Sporting Goods

Get ready for a new tomorrow
with Siemens **Integrated
Program & Lifecycle Management**

[siemens.com/plm/sporting-goods](https://www.siemens.com/plm/sporting-goods)

New trends in a changing market

Trend #1

Globalization and emerging markets development



Trend #2

Retail Disruption, shifting consumer behaviours



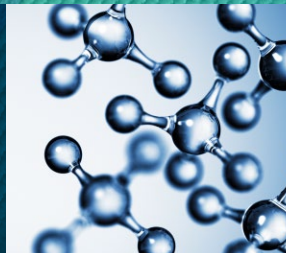
Trend #3

Sustainability, respect for the environmental limits



Trend #4

Innovation, small and nimble competitors faster to cover niches

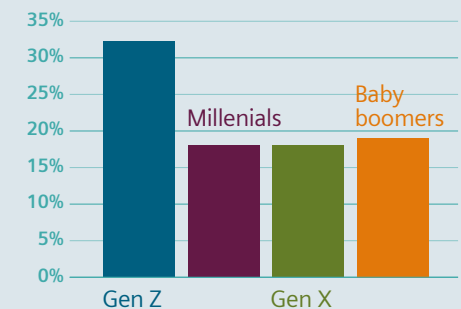


Sporting Goods is a market with a double digit growth rate in which everyone wants to participate now. Therefore, it is more important than ever to pay special attention to the consumer experience, safety and the price consumers are willing to pay, specially for smart and connected sporting goods.

A digital enterprise is the key to unleash sporting goods manufacturer's opportunities in this new and challenging market.

Can you manage the major new trends?

Willing to try New Brands



Key drivers

- Pronounced consumer behavioral shift towards higher quality over quantity
- Consumers research for authenticity, personalization and a unique proposition
- Younger consumers want experiences with high-quality products, have desire for self expression and individualisation and they are mor willing to try new brands and products

Become a **true digital enterprise** to satisfy increasing market requirements, grow revenues and gain market share

Siemens offers a complete and holistic framework to help you truly understand your market and launch new product and portfolio initiatives up to 3x faster.

Siemens **Integrated Program & Lifecycle Management**

This new way of working helps you control down to the smallest detail, from ideation to production, in a nonlinear platform to rule all relevant business processes connecting the four P's: brand **Portfolio**, **Program**, **Project** and **Product** lifecycle management.

This holistic approach combines project management with product lifecycle management to help companies to leverage their intellectual property much more efficiently and provide **better insights and unlock unique features** that cannot be accomplished by standalone systems.

That's why from now on your company could to launch **different initiatives in a more agile and faster** way.

With **Integrated Program & Lifecycle Management** you will be able to maximize asset reuse, understand their traceability in order to drive speed to market, improve project orchestration and increase efficiency while delivering benefit.

Take advantage of **adaptability and flexibility** by individually selecting the best project execution methodology for every discipline involved and optimize concurrent design by enabling the use of information before it's released.

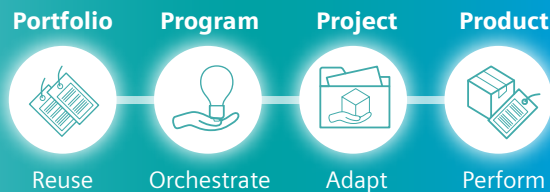
Use the advantage of being a digital enterprise to its full potential, working with **digital twins** to help you simulate and optimize product and production systems.

The more you know about small changes, the better. This can make a difference regarding how good your response is to market trends, changes in technology, new regulations and raising or declining sales numbers.

And, of course, with Siemens Integrated Program & Lifecycle Management offers you **a rapid return on investment**.

Ready for a new tomorrow?

Orchestrate all your business processes with Siemens **Integrated Program & Lifecycle Management**



Siemens **Integrated Program & Lifecycle Management** offers you a rapid return on investment

Your company will be **3 times faster in Project Initialization**, create **40% less redundant assets** during product development, **reduce 15% of non-value adding efforts** during project execution, **increase the product variants** that can be handled by development by 1.5 and **save time and money** to launch products to market while minimizing the risk in making changes and gaining security in the delivery of results.

3x faster in Project Initialization

40% less redundant assets

15% reduction of non-value efforts

1.5x increase in product variants

Minimize risks



Speed up innovation and launch new product initiatives faster with Siemens Integrated Program & Lifecycle Management

About Siemens Digital Industries Software

Siemens Digital Industries Software is driving transformation to enable a digital enterprise where engineering, manufacturing and electronics design meet tomorrow. Our solutions help companies of all sizes create and leverage digital twins that provide organizations with new insights, opportunities and levels of automation to drive innovation. For more information on Siemens Digital Industries Software products and services, visit [siemens.com/software](https://www.siemens.com/software) or follow us on [LinkedIn](#), [Twitter](#), [Facebook](#) and [Instagram](#).

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Where today meets tomorrow.

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