

The background is a dark blue collage featuring various business and technology icons. These include bar charts, pie charts, line graphs, a globe, a laptop, a smartphone, a magnifying glass, a padlock, a car, a location pin, a power button, and various numerical data points. The icons are semi-transparent and layered, creating a sense of depth and complexity.

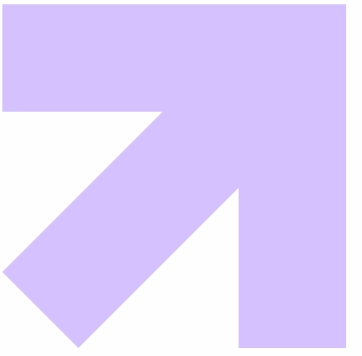
 Frame & Flight[®]

DESIGNING PLM DEMOS

A Guide to Design Effective Vendor Demos



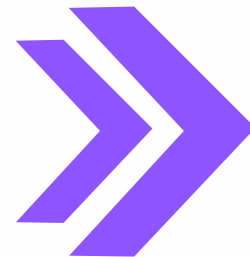
Objectives and Use Cases



When designing PLM vendor demonstrations focus first on your business objectives and selecting the right use cases.

Determine Business Objectives

- Validate core capabilities against your must-have requirements.
- Assess ease of use for various personas (R&D, Regulatory, Supplier Quality, etc.).
- Evaluate system configurability, data model, and integration readiness.
- Determine fit for your industry-specific needs



Use Case Selection

- Choose high-value use cases that create a flow through the system (supplier setup, raw material creation/approval, supplier sourcing approval, formula creation, formula approval, etc..)
- Select use cases that will showcase the data model and hierarchy
- Determine which use cases will likely demonstrate your 'need to solve' problems

Demo Scripts

Provide each vendor with a structured script that ensures consistency for comparison.

Demo Scripts

Specification Creation

Personas: PLM Admin, R&D, Supplier QA, Supplier

General Flow: list your expected flow based on your use cases and requirements.

Expected Outcomes: detail for the vendors your desired outcome

Evaluation Criteria: document how you will evaluate each use case

A Bit of Guidance

- Tie each use case back to business value (e.g., faster time to market, fewer labeling errors).
- Define each personas roles and activities
- Provide vendors with sample data
- Document inputs and outputs for each system process
- Ask vendors to show, not tell on key functionality



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