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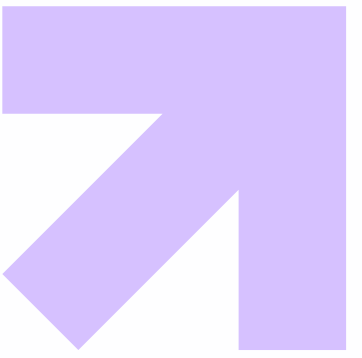
# DESIGNING PLM DEMOS

A Guide to Design Effective Vendor Demos

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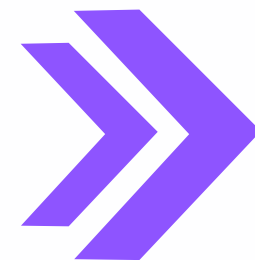
# Objectives and Use Cases



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

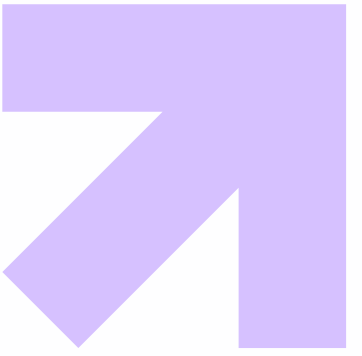
## Determine Business Objectives

- 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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