



Target International PLM Solutions

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Agenda



- ⊙ Current Problems
- ⊙ Internationalization
 - ⊙ Overview
 - ⊙ User needs
 - ⊙ Global PLM solutions via cloud computing
- ⊙ Recap
- ⊙ Questions/Answers

Current Problems

- ① Language translation
- ① Latency/Bandwidth
- ① Lack of visibility in partners processes
- ① Overnight batch processing



Internationalization

“In a borderless world, companies need to compete on a global level in order to succeed.” – Jennifer Shook



Why Go International?

- ◉ Diversification
 - ◉ New Ideas, Methods, Innovation
- ◉ Lower costs of labor
- ◉ Country incentives
 - ◉ Tax exemptions
 - ◉ Government backing
- ◉ More resource opportunities
- ◉ Positive impact on foreign economies

Internationalization Priorities



- ⦿ Speed of information
- ⦿ Focus on increased uptime
- ⦿ Transparency of products and services
- ⦿ Data security
- ⦿ Ease of access
- ⦿ Partner satisfaction

Addressing International Priorities

- ① Focus on the users' needs
- ① Global PLM solutions via cloud computing





User Needs

User Needs

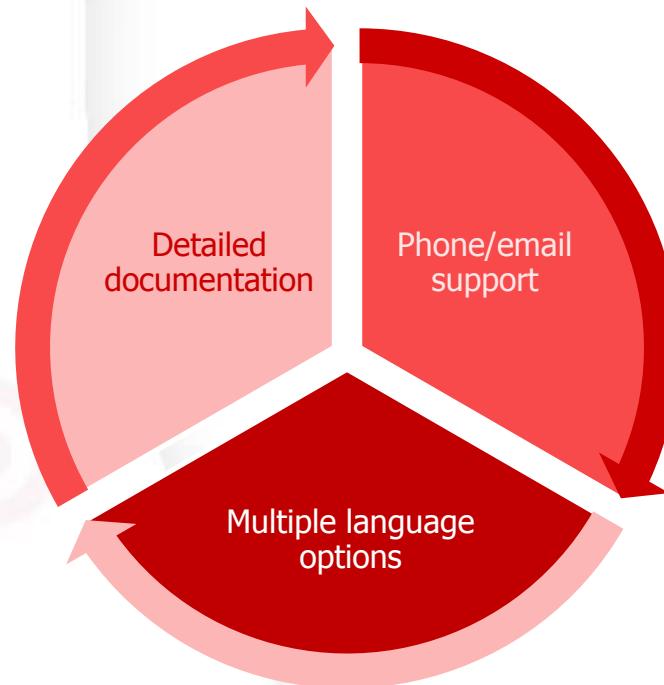


- ⊙ Traditional Needs
- ⊙ Emerging Needs
 - ⊙ Culture Specific
 - ⊙ Culture Independent
- ⊙ Metrics of Satisfaction
 - ⊙ Traditional Needs
 - ⊙ Emerging Needs

User Needs

Traditional Needs

- Easy to identify, easy to satisfy
- Often independent of location or culture



User Needs



Emerging Needs

- Not always easy to identify
- Culture and country specific

Privacy

Bandwidth
Issues

Internet
censorship

User Needs



Emerging Needs

- Usually technology related
- Can also be culturally independent

Wikis and instant updates

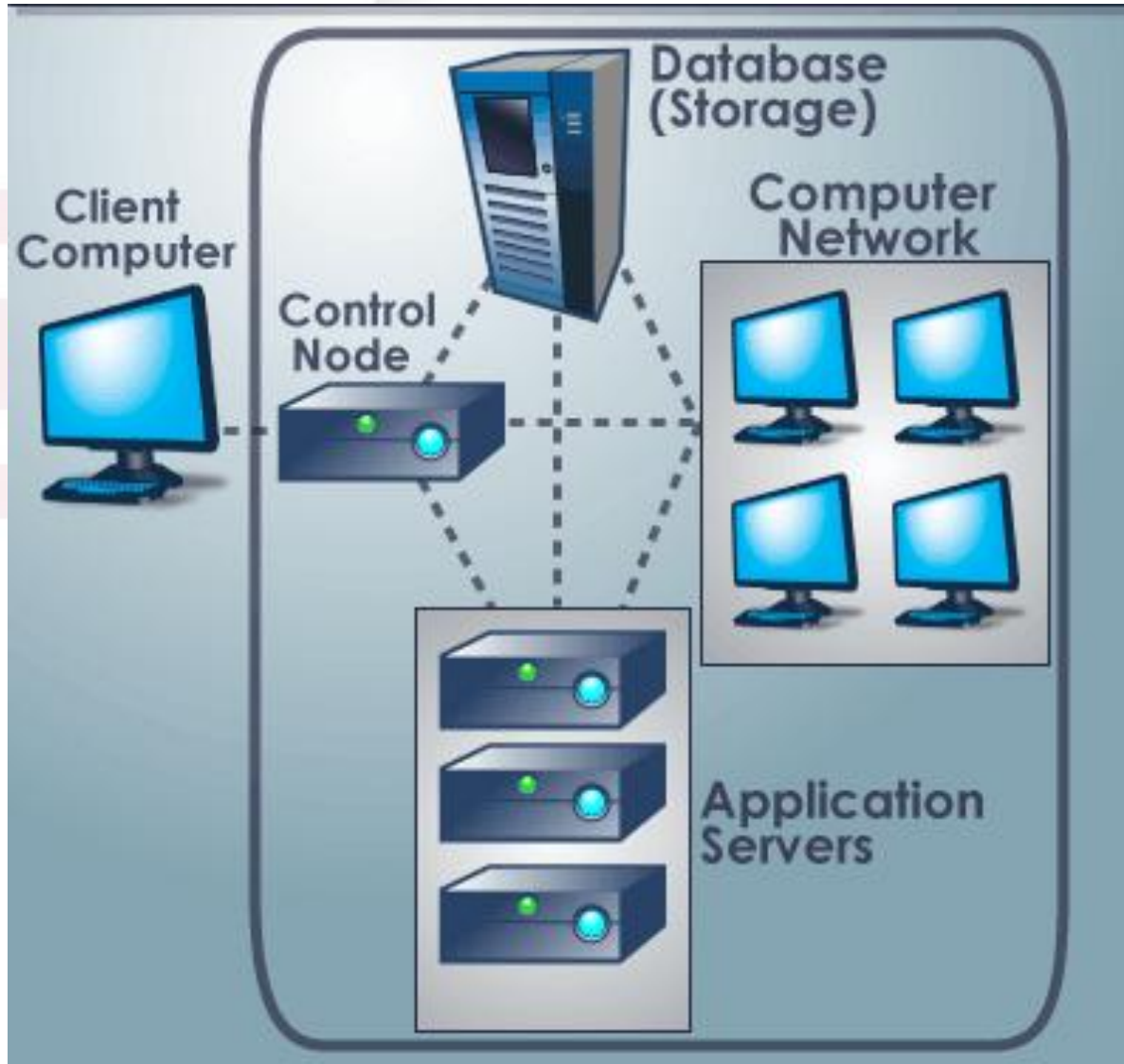
Internal social networking

Mobile and low speed alternatives



Global PLM Solutions via Cloud Computing

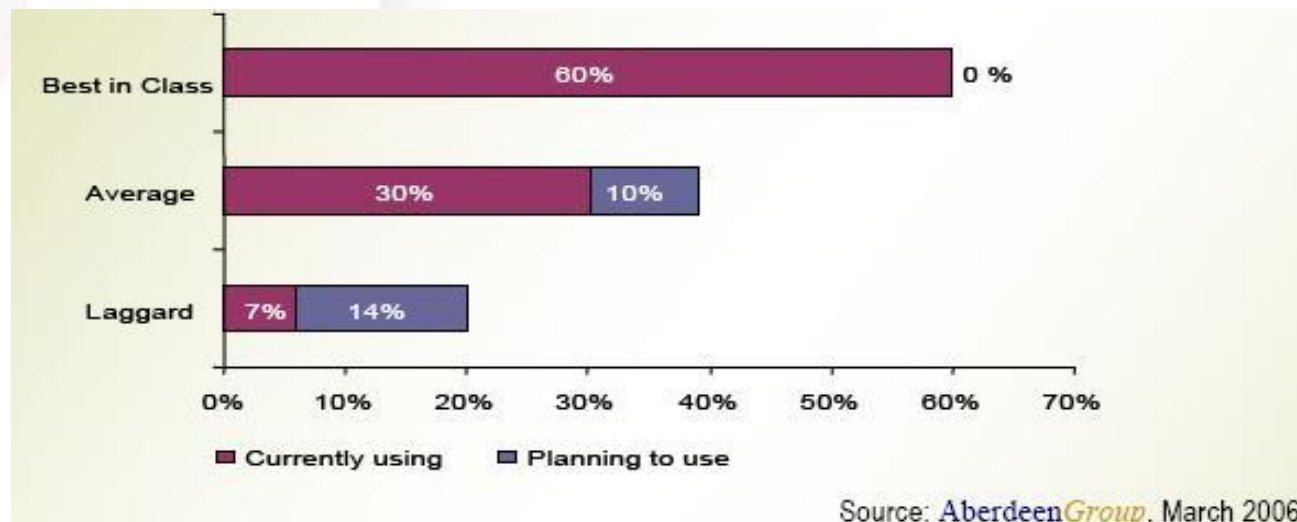
Cloud Computing



Global Application Delivery Technologies – Cloud / Grid Computing



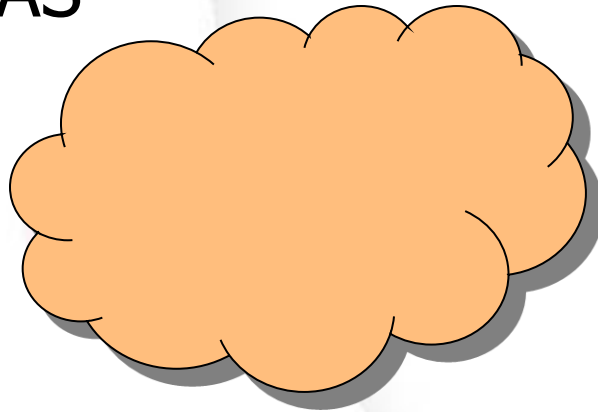
- ⊙ Benefits of Cloud / Grid computing
 - ⊙ Analysis performance time improvements
 - ⊙ GRAPH 72 ->4 HOURS
 - ⊙ Risk and error reduction
 - ⊙ Cost reduction



Source: AberdeenGroup, March 2006

Cloud Computing Example

- ◉ Instant messaging interface enabled by cloud computing
 - ◉ Web 2.0 design
 - ◉ Real time integration of once-static workflows
 - ◉ Ease of idea sharing by business partners
- ◉ SAAS



Software as a Service

- ① All infrastructure hosted by vendor (Target)
- ① 100% web based
- ① Single instance of the software, multitenant/seats
- ① All processing done on cloud
 - ① Reduced client hardware requirements

Benefits of PLM as a Service

- ◉ Business partners have access anywhere
 - ◉ Netbooks
 - ◉ Mobile Devices
- ◉ All processing done on Target's end
- ◉ Resell services to smaller sized companies
 - ◉ i.e. Amazon, Google
- ◉ Bandwidth becomes less of an issue
 - ◉ Large files are not being transferred

Recap

- ① Internationalization
- ② User Needs
- ③ Global PLM via Cloud Computing



Questions?