

**Deba Dutta, Ph.D.**

Professor, Department of Mechanical Engineering

Director, [PLM Alliance](#)

Director, Globalization Technology & Culture Initiative, U-M International Institute, College of Literature, Science & the Arts

[dutta@umich.edu](mailto:dutta@umich.edu)

Phone: (734) 936-3567

Fax: (734) 647-3170

**Product Lifecycle Management: Back to the Future**

In today's fiercely competitive global economy companies are striving to build better products faster and cheaper than their competitors. The Internet makes it possible for them to harness the best global talents.

But distributed and collaborative development of products is a challenge. It requires integrating a broad spectrum of knowledge that is created and used in disparate computing and information resources. In a global corporation, product, process and service data is created by many people in many formats. However, effective decision making requires the right information, in the right context, at the right time, across the global supply chain. This is the goal of Product Lifecycle Management (PLM) tools and will be described in this presentation.