DATA MANAGEMENT IN A WORLD OF M&A
Agenda

• PLM in the world of Mergers, Acquisitions, Divestitures
• Processes Data and Systems
• PLM Architecture
• Realign Process and Technology
• Manage the complexity, efficiently
Mercury Marine

Founded in 1939
Our product brands include:
• Mercury and Mariner outboard engines
• Mercury MerCruiser sterndrives and inboard engines
• Mercury Racing high-performance outboards and sterndrives
• Mercury inflatable boats
• Mercury SmartCraft electronics
• Mercury and Quicksilver parts
• Mercury PLM Services

Teamcenter implemented in 2005
Our PLM implementation includes:
• Several additional modules
• Support for 10 locations, 3 countries, over 600 users
Mercury PLM Services

Founded in 2009
Our Services Include:
• PLM Assessments / Advisory Consulting
• Teamcenter Configuration / Customization
• Teamcenter Upgrades
• PLM to ERP Integrations
• Data Migration
• Training and Mentoring Solutions
• Digital Product Renders / Animations

Application Offerings
• Parts Planning Application
• Test Request Application
• Problem Solver Utilities for Teamcenter

Industries Served Include:
• Aerospace
• Automotive
• Consumer Durables
• Defense
• Diversified Industrial Manufacturing
• Medical Devices
54% - Integration is key to success [Source: KPMG]
73% - Divestitures are expected to go up [Source: Deloitte]

Technology [Data] is critical and a strategic driver
Opportunities for Excellence

The business case for integration is based on many of the common themes of:

- Platforming the product
- Multi-location manufacturing
- Leverage the best talent, built on common processes

- Stop divisions independently implementing processes that can inhibit collaboration and data sharing.

  - Increase the need to share technical information across divisions to support development (Design/Source/Build Anywhere).

- New product development saturated with multiple tool sets using independent processes.

  - No structured process for sharing data efficiently, slowing down the new product development process.

- Consider lifecycle costs including future costs for upgrades

  - Common solution reduces long term IT support costs for you.
Planning the Integration

**Planning**
- Establish a PMO and Integration Teams
- Evaluate Processes, Systems, plans and commitments
- Evaluate resources and implement new organization
- Data migration plans
- Information technologies
- Implement product structures

**Develop the Plan**
- Define and create task force
- Define the future state
- Keep/lose analysis process
- Define the org structure, skill sets and staffing requirements
- Communication Strategy
- Timeline and metrics to measure

**Implement the Plan**
- Strategic plan re-alignment
- Alignment of objectives
- Optimization of critical business processes
- Data migration
- Process re-engineering
- Systems integration
- Cultural integration
Implementing the Single Source of Truth

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<th>ERP</th>
<th>CRM</th>
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Product Structure & Accompanying Datasets

Customer Focused

Business Transactions, Product Cost, Manufacturing and Logistics
# Re (think) Project Data Management

## Data Type

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<th>Product/Process</th>
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<td>Acquiree’s processes</td>
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Processes Data and Systems

• A derivative product based on a proven, existing engine platform
  – 2004, Mercury Marine launched Verado 275 hp
  – 2007, Mercury Marine launched Verado 300 hp

• The goal was to create the world’s:
  – Fastest
  – Lightest
  – Most fuel efficient
  – Most durable 350 hp outboard
Development Challenges

• Creating a new product from legacy data. Since the original Verado program,
  – CAD standards have been refined
  – PLM configurations have been refined
  – Approach to large assembly management has changed
• Creating a new product with more options and therefore data to manage
  – More colors!
  – More power ratings and emissions calibrations
  – More vessel control options (joystick or standard)
  – More gearcases
  – More midsection lengths…
• Supporting decisions making for meeting tight cost and time targets
  – Lead coordination among creative, cross functional expert teams
  – Adapt to rapid change in the face of new information
  – Allocate resources efficiently

Starts with a Solid Data Foundation
Common Data Structures

Problem
- Integrating CAD data with PDM
- Assembly techniques vary program-to-program

Solution
- Common template for quickly structuring products

Benefits
- Improves downstream ability to locate parts
- Consistent structure for user interaction
CAD Options and Variants
Stopped Relying Exclusively on Spreadsheets
PARTS PLANNING APPLICATION (PPA)

- Automatic BOM management updates from ERP and PLM/PDM into single view
- View, report and manage
- Built-in audit trail for attribute and BOM changes
- Manage user-created views
- Quickly manage structure based on bill level
- Column filtering and sorting
- Drawings Status
Parts Planning Application Demo
M&A Outcome

Creating the future vision

- Synchronized product and component data with uniform performance access across collaborating sites.
- Provide an efficient means for exchanging product and component data among divisions
- Defined a migration path for essential data and systems
- Defined the technology and support plan for strategic applications.
Integrated PLM Strategy

• Key Insights
  – Architected data model for the full life-cycle of the project
    • From concept to production and service…
    • From design to marketing and sales…
  – Enacted business processes in the data management systems

• Benefits
  – Improves communication and collaboration on program cost and schedule
  – Accurate because its tied to the enterprise databases
  – Flexible enough to consider BoM line, project, and global item attributes

• Value
  – Supports better, faster decision making
  – Reduces time spent in meetings aggregating information
  – Easier to manage than spreadsheets (faster, cheaper)
THANK YOU
An established PLM leader
Business process development
Full implementation services
Multi-CAD installation and upgrade
SharePoint integration

PROCESS FOCUSED INNOVATION MANAGEMENT
Mercury PLM Services – Lines of Business

Teamcenter PLM/ CAD Integration/ ERP Integration
Implementation, Upgrades, Admin Services, Support Services, Training and Documentation

Strategic Consulting
Engineering Systems Roadmap
User Adoption and Change Management
Cost Modeling and Management

Custom Applications
Problem Solvers Utilities for Tc Lab Management System
Product Data Management Reporting and Analytics

CAD Visualization and Support Services