

Today's global economy provides manufacturing companies of all sizes and the executives of these companies with some daunting challenges.



### The Challenge

- You have to bring better, more profitable products to market faster than ever before;
- You have to slash product costs across the entire product lifecycle;
- You have to quickly respond to rising market changes;
- You have to react rapidly to competitive challenges;
- You have to provide customers with exactly what they want at a price they are willing to pay;
- You have to deliver innovative products that will increase your market share.

These challenges present you with tremendous business opportunities if you can:

- Constantly improve the efficiency and effectiveness of your product lifecycle
- Eliminate the boundaries that isolate the people, organisations and mission-critical systems that support your product lifecycle
- Enable your suppliers, business partners and customers to fully collaborate with you in an extended enterprise
- Establish trusted relationships that allow you to globally share crucial information and product knowledge with your suppliers, business partners and customers

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Product Lifecycle  
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## At the Heart of Your Business

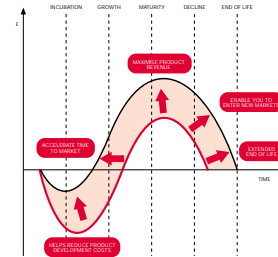
To address these business challenges, Pulse Technology Systems provides an industry-leading suite of Product Lifecycle Management (PLM) solutions that keep you competitive in today's fast-paced marketplace, improving business processes and enabling product information to be shared across the extended enterprise to facilitate innovation, shorten time to market and reduce manufacturing costs.

A single "product record" is the core information asset managed by Pulse PLM. The product record - the rich store of information that includes Bill of Material (BoMs), component attributes, manufacturing instructions, drawings, models, specifications, data sheets and product revision history - uniquely defines all aspects of a product at every stage of its lifecycle. With Pulse PLM, all communication and collaboration

across the extended enterprise are based upon a single, accurate source of product information, ensuring that higher quality, lower cost products are brought to market faster.

Pulse's PLM solutions deliver tangible business value by allowing you to increase your company's profit margins and accelerate your product-related growth revenue.

Pulse's PLM solutions enable you to speed the product development process, which directly leads to lower product costs and more product innovations. In turn given that your new product developments reach the market faster than your competitors, you are able to charge premium prices that maximise your margins and increase your market share.



## Maximise Your Bottom Line

Pulse's experience in delivering proven Product Lifecycle Management solutions enable you to maximise your bottom line results and receive a rapid return on your investment.

- Companies that install Product Lifecycle Management solutions generate more revenue and significantly more net profit than companies that do not adopt this type of solution.
- Product Lifecycle Management increases profit margins by lowering both the cost of goods sold (direct materials and labour) and selling, general and administrative (SG&A) expenses, research and development (R&D) costs and variable/fixed overhead.

Pulse solutions are delivered on a future-proof architecture that protects your mission-critical investment over time. Your solution reflects an open, standards-based infrastructure that can be incrementally deployed, integrated with your other enterprise application systems and seamlessly extended.

Traditionally, companies adopted the following mission-critical systems to focus on specific business issues.

- Computer Aided Design (CAD)
- Product Data Management (PDM)
- Enterprise Resource Planning (ERP)
- Customer Relationship Management (CRM)



## Systems Integration

While these systems improve the effectiveness of selected areas of your business (such as your product design, resources, and customer relationships) they do not maximise the business value of your product lines or the lifecycle you establish to plan, design, manufacture and support your product offerings.

Equally important, operational effectiveness can be impacted as companies manage diverse mission-critical systems separately - thereby creating isolated islands of information.

Pulse delivers a complete suite of software and services to provide you with integrated enterprise solutions that work with your existing systems.

## Full Service Offering

Pulse gleans best practices from some of the leading SME's and incorporates these into your Product Lifecycle Management solutions.

In addition, Pulse offers a full range of service offerings to enable you to implement customised solutions that meet your company's unique business needs. We can demonstrate the proven improvements in product innovation, time-to-market, customer satisfaction and shareholder value that our PLM solution can deliver. Don't let the opportunity to optimise your product lifecycle pass you by. Call Pulse today and ask for more information about our solutions - the key to establishing competitive excellence in today's economy.



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