



# PLM Implementation for Collaborative Product Development in a Premium Motorcycle Company

A global premium motorcycle manufacturer enhanced efficiency, agility, and time-to-market with an integrated eBOM-sBOM solution. ITC Infotech enabled end-to-end design capabilities, streamlined product development, and improved service and parts delivery. The solution provided VIN-specific online content for dealerships, managed product variations, and ensured EU168 compliance for third-party dealers in Europe.

**Ease of part identification & Improve parts ordering accuracy**

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and deep domain expertise. The company provides technology solutions and services to enterprises across industries through a combination of traditional and newer business models, as a long-term sustainable partner.



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## CHALLENGES

- Improve efficiency, agility, quality, and time-to-market with the newly aligned Product Development Process
- Establish an integrated eBOM-sBOM solution with change management, reducing silos across the business
- Integrate with upstream ERP and downstream Dealer Management systems for seamless parts ordering
- Create an online delivery portal to provide vehicle serial number-specific parts lists and technical content to dealerships
- Provide all relevant vehicle repair and maintenance information to third-party dealers to comply with EU-168 legislation

## SERVICES

- Enabled end-to-end design capabilities across product development
- Implemented xBOM Digital Thread Solution for seamless data integration
- Streamlined Service and Parts Information Delivery for dealerships
- Managed option pools and product variations efficiently
- Ensured compliance with EU168 legislation, providing subscription-based, VIN-specific product information to third-party franchise dealers in Europe
- Extended the core InService solution to meet EU168 regulatory requirements

## BENEFITS

- Established a Single Source of Truth for all product data
- Simplified part identification and access to up-to-date, parts-specific information; manage products within a family and derive final variant BOM in just a few clicks
- Improved efficiency through automated approvals, change management, and support for concurrent engineering
- Enabled faster time-to-market with a streamlined New Product Development (NPD) process
- Ensured regulatory compliance for vehicle sales in European operations