IMPROVING THE MANAGEMENT EFFICIENCY OF INDUSTRIAL ENTERPRISES BY INTRODUCTION THE PLM-MODULE

In order to increase competitiveness and improve the efficiency of enterprise management, one of the promising areas is the implementation of the PLM-concept using modern methods, tools and technologies. The implementation and use of this product management tool is intended to depart from outdated principles and approaches often used by domestic industrial enterprises to this day. The article deals with the directions of increasing the efficiency of industrial enterprises management in the context of current economic challenges, deepening of globalization processes and increasing competition. Determined the features of the implementation of the product life cycle concept at the domestic industrial enterprises. Presented a developed by author block diagram of the functioning of the PLM-module of ERP-system, which structured by usage levels of data, technologies, methods, tools, processes and operation. The scheme describes the main stages of product production: managing the process of research and design of products, its manufacture and preparation for implementation, control over maintenance and repair, as well as deciding on the removal of the product from production, carrying out operations for its dismantling and disposal. In the article also analyzed the cost of its components among common software products available at ukrainian software market. The author identified the estimated wages of specialists with experience in such software, and concluded that they are in high demand at domestic enterprises. The dynamics of individual technical and economic indicators after the introduction of the PLM-module shows next results: saving of financial resources, increasing of compliance with the customer requirements, shorten the time of new products release, improving the products quality, optimizing the ratio "price/quality" of the product. As a result, the author proposes the main directions of increasing the efficiency of enterprise management by using modern economic approaches and innovative technological achievements. In practice, the PLM-module of an integrated automated enterprise management system is an important tool for solving one of the main tasks – ensuring the production of competitive products and increasing the level of competitiveness of the enterprise based on the use of modern business process management automation systems.

Keywords: enterprise resource and relationship management system, ERP, product lifecycle management, PLM, production management efficiency, innovation management.

References


