

N. Pernaranda, R. Mejia, D. Romero, A. Molino, *Implementation of product life cycle management tools using enterprise integration engineering and action-research* describe and use the two concepts identified above to align corporate strategies with the use of PLM technologies. An enterprise integration engineering framework is proposed to enable strategy definitions, performance measures evaluation, process design/re-design and supporting tools and technologies. Action-research is used to guide the PLM tool implementation throughout the product development process. An industrial application demonstrates the resulting benefits.

Intern. Journal of CIM, Vol. 23, Nr. 10, pp 853-875

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