



NEW HORIZON
COLLEGE OF ENGINEERING
New Horizon Knowledge Park, Ring Road, Marathalli
Autonomous College Permanently Affiliated to VTU, Approved by AICTE & UGC
Accredited by NAAC with 'A' Grade, Accredited by NBA

DEPARTMENT OF INFORMATION SCIENCE AND ENGINEERING

Expert Talk Report

On

“Generative AI Use Cases in Product Lifecycle Management”

Participants: 4th Semester Students

Date: 11-JULY-2024

The Department of Information Science & Engineering, New Horizon College of Engineering had organized a “Expert Talk On **“Generative AI Use Cases in Product Lifecycle Management”** on 11/07/2024 at C524, ISE Department, Chhatrapati Shivaji Block. Event started on welcome note by, Ms Diya, student of 4th semester, followed by Introduction about workshop by Dr. K. Saravanan, Professor, ISE Department

NEW HORIZON
COLLEGE OF ENGINEERING

Department of Information Science and Engineering
Organizes
An Expert Talk on

Generative AI Use Cases in Product Lifecycle Management

10 July, 2024 | 2:00 PM
 ISE Department
 4th Semester Students

Faculty Coordinator
Dr. Saravanan K,
Professor - ISE

Convenor
Dr. Vandana C P,
HoD - ISE

Mr. Prassanna Senthilkumar
Quality Assurance Lead,
INAI Technologies

Guest Talk Objectives:

1. Introduction to Generative AI Use Cases
2. Use cases of Generative AI
3. Generative AI Lifecycle
4. PLM in AI
5. Challenges and Considerations

In the dynamic intersection of technology and product management lies the transformative potential of Artificial Intelligence (AI). AI has transformed Product Lifecycle Management (PLCM/PLM), introducing a wave of innovation that is profoundly reshaping product development processes. Amidst a landscape abundant in technological advancements such as generative AI and data engineering, PLM has evolved to meet the rising tide of customer expectations for more personalized and immersive experiences.

AI's role in PLM is multi-dimensional, bridging various domains, including engineering, design, marketing, and strategy, to create products that resonate with customer needs and market relevance. It has empowered product managers with tools for predictive analytics, intelligent automation, and enhanced customer insights, thereby cultivating a culture of continuous innovation and improvement.

Research spearheaded by industry leaders like McKinsey explains the pivotal role of robust product management in driving commendable business performance and delivering unparalleled customer value across diverse sectors. Modern product managers, armed with AI, navigate through the complexities of evolving technological landscapes with strategic precision. They harness the power of AI to enhance decision-making processes, embracing a holistic approach that seamlessly integrates technology with customer-centric strategies. AI facilitates an environment where product managers can employ human-centric designs, coupled with technological acumen, to align products more closely with business objectives and customer expectations.

Glimpses of the event:



Faculty Coordinator

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