

# AI for Change Control Impact Assessments

*Improving Risk Evaluation in Pharmaceutical Quality Systems*

## A practical GMP article for QA, validation, regulatory, and manufacturing teams

Pharmaceutical change control is one of the most important parts of a GMP quality system because every meaningful change creates the same basic question: what could this affect? A change may look simple on paper, but its true impact may extend across SOPs, equipment qualification, process validation, analytical methods, cleaning validation, training, batch records, regulatory filings, computerized systems, suppliers, labels, stability, and product quality.

That is exactly why artificial intelligence has a realistic role in change control. Not because AI should approve GMP changes, and not because AI can replace QA judgment, but because AI can help teams identify hidden dependencies that humans may miss during impact assessment.

A well-designed AI-supported change control process could help answer questions such as:

- Which SOPs mention this equipment, material, process step, or test method?
- Which validation documents may be affected?
- Which products, batches, rooms, instruments, forms, and training curricula are linked to this change?
- Has a similar change been implemented before?
- Did similar changes lead to deviations, CAPAs, complaints, rework, or regulatory commitments?
- Does this change require regulatory assessment before implementation?

The value is not automatic decision-making. The value is better impact visibility.

## Why Change Control Impact Assessment Matters in GMP

Change control exists to prevent unintended consequences. FDA quality systems guidance describes change control as a well-known CGMP concept focused on managing change to prevent unintended consequences. The same guidance explains that major manufacturing changes, such as those affecting specifications, critical product attributes, or bioavailability, may require regulatory filings or prior regulatory approval (FDA, Quality Systems Approach to Pharmaceutical CGMP Regulations).

FDA also emphasizes that when a change is implemented, its effect should be determined by monitoring and evaluating the specific elements that may be affected based on process understanding. The guidance further notes that risk analysis may help evaluate the potential effect of a change and that additional testing or examination of subsequent batches may be needed (FDA, Quality Systems Approach to Pharmaceutical CGMP Regulations).

This is the heart of change impact assessment: not merely documenting that a change occurred, but identifying what the change could affect before implementation.

In the United States, 21 CFR 211.100 requires written production and process control procedures designed to assure drug products have the required identity, strength, quality, and purity. It also states that these written procedures, including changes, must be reviewed and approved by appropriate organizational units and by the quality control unit (FDA, 21 CFR 211.100).

That means AI can assist with analysis, but the formal review and approval responsibility remains with qualified human functions, especially QA.

## The Regulatory Foundation: FDA, ICH, PIC/S, EMA, and WHO Expectations

Pharmaceutical change control is not isolated from the rest of the quality system. It is connected to quality risk management, knowledge management, CAPA, process monitoring, management review, and regulatory commitments.

ICH Q10 identifies change management as one of the key pharmaceutical quality system elements, along with process performance and product quality monitoring, CAPA, and management review. ICH Q10 also states that knowledge management and quality risk management enable science- and risk-based decisions related to product quality (ICH Q10).

ICH Q9(R1) is especially relevant because change impact assessment is fundamentally a risk assessment activity. ICH Q9(R1) states that the evaluation of risk to quality should be based on scientific knowledge and ultimately linked to protection of the patient, and that the level of effort, formality, and documentation should be commensurate with the level of risk (ICH Q9(R1)).

PIC/S GMP places change control within the broader documentation and quality system framework. PIC/S lists change control among the procedures, protocols, reports, and associated records that should exist where appropriate, alongside validation, qualification, technology transfer, maintenance, training, environmental monitoring, complaints, recalls, deviations, audits, and product quality review (PIC/S GMP Guide Part I).

EMA's AI reflection paper adds another layer for AI-enabled quality systems. EMA states that AI/ML tools can support data acquisition, transformation, analysis, and interpretation, but development, deployment, and performance monitoring should follow a risk-based approach. EMA also states that manufacturers are responsible for ensuring algorithms, models, datasets, and data processing pipelines are fit for purpose and aligned with legal, ethical, technical, scientific, regulatory, and GxP standards (EMA, Reflection Paper on the Use of Artificial Intelligence in the Medicinal Product Lifecycle).

The practical message is clear: AI can support change control, but it becomes part of the quality system and must be governed accordingly.

## Common Failures in Change Control Impact Assessments

Most weak change controls do not fail because the change itself was obviously dangerous. They fail because the impact assessment was too narrow.

Failure Mode	Example	GMP Risk
--------------	---------	----------

Incomplete SOP impact review	Equipment name appears in three SOPs, but only one is revised	Operators follow obsolete instructions
Missed validation impact	Process parameter change is approved without reviewing PPQ or continued process verification	Process state of control is weakened
Missed cleaning validation impact	New material is introduced without reviewing worst-case cleaning assumptions	Residue or cross-contamination risk
Training not evaluated	Revised procedure is issued without role-based retraining	Human error and repeat deviations
Regulatory filing impact missed	Manufacturing site, process, material, or specification change is implemented without RA assessment	Filing noncompliance
Computerized system impact missed	QMS field, LIMS calculation, MES workflow, or audit trail configuration is changed informally	Data integrity or validation gap
Supplier impact underestimated	Alternate component supplier approved without assessing compatibility with process or filing	Product quality variability
APR/PQR linkage missed	Previous annual review showed a trend related to the changed process	Known process weakness ignored

Traditional impact assessments depend heavily on human memory, document search, departmental routing, and checklists. These controls are necessary, but they are not always sufficient.

## Why Impact Assessments Are Often Incomplete

A pharmaceutical site may have thousands of controlled documents, validation reports, forms, equipment records, calibration records, training items, supplier files, batch records, deviations, CAPAs, complaints, change controls, and regulatory commitments.

Humans do not fail because they are careless. They fail because the dependency network is too large.

A small change can create hidden links:

Proposed Change	Hidden Dependencies
Replace a filling line sensor	Equipment qualification, calibration, PLC logic, spare parts, batch record, alarm response SOP
Change cleaning detergent	Cleaning validation, material compatibility, rinse methods, residues, safety data, SOPs, training
Revise an EM sampling location	EM SOP, site map, trend reports, contamination control strategy, Annex 1 rationale
Change supplier of stopper or vial	Component specs, incoming testing, process performance, container closure integrity, regulatory filing

Update LIMS calculation	Method validation, audit trail, report template, data review SOP, Part 11 validation
Modify hold time	Process validation, stability rationale, batch record, deviation history, regulatory dossier

The problem is not that QA does not know these areas matter. The problem is that each dependency may exist in a different system, department, or document format. This is exactly where AI-assisted document mapping and dependency analysis can provide value.

## How AI Could Support Change Control Impact Assessments

AI can support pharmaceutical change control by acting as a structured discovery assistant. The goal is to help the change owner and QA identify what needs review before approval.

AI Capability	Change Control Application
Semantic document search	Find SOPs, forms, protocols, and reports related to the proposed change
Dependency mapping	Identify linked equipment, rooms, products, processes, methods, and training
Similarity search	Retrieve similar historical changes and their outcomes
Risk prompt generation	Suggest impact questions based on change type
Regulatory assessment support	Flag potential filing or regulatory commitment review needs
Validation impact support	Identify affected IQ/OQ/PQ, PPQ, CSV, cleaning validation, method validation
Training impact support	Identify job roles and curricula affected by the change
CAPA/deviation linkage	Identify recurring issues related to the proposed change area
Change effectiveness review	Compare expected and actual post-change outcomes

For example, if a change control proposes replacing a nitrogen filter in a manufacturing area, AI could search the controlled document set and identify that the filter appears in an equipment list, PM schedule, P&ID drawing, compressed gas SOP, cleaning procedure, qualification report, calibration database, and environmental monitoring investigation. That does not mean all documents require revision, but it gives QA and engineering a better starting point.

## AI-Assisted Document Mapping

Document mapping is one of the most realistic AI use cases in change control. Traditional keyword searches can miss relevant documents because terminology varies. A piece of equipment may be referenced by asset ID, old asset ID, nickname, room number, process step, utility name, or drawing

number. AI-powered semantic search can identify related documents even when the exact wording differs.

Example: a change owner enters, “Replace HEPA filter housing in filling room 407.” An AI-assisted QMS could return:

Document Type	Possible Match
SOPs	Gowning, room cleaning, line clearance, HVAC alarm response
Validation	HVAC qualification, smoke study, cleanroom classification, airflow visualization
EM	Sampling plan, alert/action levels, contamination control strategy
Drawings	HVAC layout, pressure cascade, room classification map
Training	Aseptic operations curriculum, maintenance access training
Deviations	Previous pressure excursions or viable excursions in Room 407
Change controls	Prior HVAC modifications or filter replacements
Regulatory	Facility description or sterile manufacturing commitments

This kind of mapping does not approve the change. It prevents the reviewer from starting blind.

## AI-Powered Dependency Analysis

The strongest long-term opportunity is dependency analysis. AI can help build a relationship map across the quality system: Equipment -> SOPs -> Training -> Validation -> Deviations -> CAPAs -> Products -> Regulatory Commitments.

A dependency graph could show that one equipment ID appears in two batch records, three SOPs, one qualification package, one calibration procedure, one PM task, four historical deviations, one open CAPA, one process validation protocol, and one APR/PQR trend section.

This matters because impact assessment is not only about documents. It is about the relationship between systems.

ICH Q10 recognizes that the pharmaceutical quality system should include processes, resources, and responsibilities, and that process maps and flow charts can be useful for showing sequences, linkages, and interdependencies (ICH Q10). AI can strengthen this concept by making those interdependencies searchable and visible.

## AI Support for GMP Risk Assessments

AI can also support risk assessments by helping users ask better questions. ICH Q9(R1) identifies three fundamental questions for risk assessment: What might go wrong? What is the likelihood it will go wrong? What are the consequences? (ICH Q9(R1)).

AI can help structure these questions based on change category.

Change Type	AI-Suggested Risk Questions
Equipment replacement	Does the new equipment affect process parameters, utilities, cleaning, calibration, PM, spare parts, alarms, or qualification?
SOP revision	Does the change affect training, forms, batch records, linked SOPs, deviations, or regulatory commitments?
Supplier change	Does the new supplier affect material attributes, specifications, COA reliability, incoming testing, process performance, or filing status?
Method change	Does it affect method validation, transfer, LIMS calculations, specifications, stability, APR/PQR, or release testing?
Process parameter change	Does it affect CPPs, CQAs, PPQ, CPV, batch record limits, filing commitments, or control strategy?
Computerized system change	Does it affect validated state, data integrity, audit trail, access control, reports, interfaces, or Part 11 controls?

The AI should not assign the final risk rating alone. Instead, it should help ensure the right subject matter experts are reviewing the right risk questions.

## Practical GMP Case Studies

### Case Study 1: SOP Revision With Hidden Training Impact

A site revises an SOP for cleaning a filling line. The visible change is minor: clarification of rinse sequence wording. The change owner marks validation impact as “No” and training impact as “Read and understand only.”

An AI-assisted impact assessment identifies that the revised rinse sequence is referenced in a cleaning validation protocol, a line clearance checklist, and a training module for new operators. It also finds two historical deviations where incomplete rinse sequence execution contributed to investigation findings.

QA changes the impact assessment outcome. Training is upgraded from passive read-and-understand to targeted competency verification for affected operators. Cleaning validation confirms the wording does not alter the validated cleaning process.

Lesson: AI identified hidden links between SOP language, validation documentation, training, and deviation history.

## Case Study 2: Equipment Component Replacement With Validation Impact

Engineering opens a change control to replace a pump in a purified water loop with an equivalent model from the same vendor. The initial assessment treats the change as like-for-like.

AI scans asset history and identifies that the pump model is referenced in the water system qualification, preventive maintenance procedure, spare parts list, P&ID, alarm response SOP, and a previous deviation involving flow instability after maintenance.

The validation team determines that limited operational verification is needed after installation, including flow rate confirmation and review of conductivity and microbial trend data.

Lesson: AI helped prevent a “like-for-like” assumption from bypassing appropriate verification.

## Case Study 3: Supplier Change With Regulatory Impact

Procurement requests approval of an alternate supplier for a critical excipient due to supply chain risk. The material specification is unchanged.

AI identifies that the excipient supplier is named in a regulatory filing commitment and that past APR/PQR reports noted sensitivity of blend uniformity to particle size distribution.

Regulatory Affairs determines that a filing assessment is needed. MS&T requests comparative material characterization before approval.

Lesson: AI connected supplier, regulatory, and process performance data that may not have been obvious from the material specification alone.

## Case Study 4: LIMS Calculation Update With Data Integrity Impact

QC proposes a LIMS calculation update to improve rounding logic for a release test. The change is described as a calculation correction.

AI identifies affected test methods, report templates, product specifications, historical results, analyst training, audit trail configuration, and APR/PQR data tables. CSV determines that regression testing is required, and QA requires a retrospective assessment of prior results.

Lesson: AI helped identify that a small calculation change could affect validated state, data integrity, and historical product quality conclusions.

## Risk Matrix Example for AI-Assisted Change Impact Assessment

Risk Area	Low Risk	Medium Risk	High Risk
Product quality impact	Administrative document update	Procedure affects GMP task execution	Change affects CPP, CQA, specification, or validated process
Validation impact	No validated system or process affected	Limited verification needed	Qualification, PPQ, cleaning validation, method validation, or CSV potentially affected
Regulatory impact	No filing commitment affected	RA review needed	Prior approval or variation may be required
Data integrity impact	No GMP records affected	Report/template/workflow	Audit trail, calculation,

		affected	release data, or electronic signature affected
Training impact	Awareness only	Role-specific retraining	Competency verification required before implementation
AI confidence	Clear supporting source documents	Some uncertainty or incomplete metadata	Conflicting records or weak source traceability

This matrix is not a substitute for company procedures. It is an example of how AI output can be converted into structured human review.

## Validation Considerations for AI-Enabled QMS Change Control

If AI is used inside a QMS or connected to controlled GMP records, it must be validated according to intended use and risk.

Validation Question	Why It Matters
What is the intended use of the AI?	Advisory search, risk prompt generation, or decision support have different risk levels
What source systems does it search?	QMS, DMS, LMS, CMMS, LIMS, MES, ERP, validation repositories
Are source documents controlled?	AI should not rely on obsolete or uncontrolled documents unless clearly marked
Are outputs traceable?	Reviewers must see which documents supported AI suggestions
Is the model version controlled?	Model updates may change outputs
Are recommendations audit-trailed?	GMP decisions must be reconstructable
Can users override AI output?	Human judgment must remain possible and documented
Are false negatives evaluated?	Missing an impacted document is often more serious than flagging extra documents
Is periodic review performed?	Model performance can drift as documents, systems, and processes change

EMA’s AI reflection paper states that risk management should consider not only AI technology and data quality, but also context of use and degree of influence the AI exerts. It also notes that the risk level may vary across the lifecycle of the AI system (EMA, Reflection Paper on the Use of Artificial Intelligence in the Medicinal Product Lifecycle).

For change control, this means an AI used only to suggest related documents may be lower risk than an AI that assigns impact categories, recommends approval routes, or determines whether regulatory assessment is required.

## Data Integrity and Audit Trail Expectations

AI-supported change control creates new data integrity questions. A compliant system should be able to show:

- The proposed change description
- The AI model or tool version used
- The source records searched
- The documents or records returned
- The AI-generated recommendations
- The human reviewer’s decision
- Any rejected AI suggestions
- Any added human rationale
- Final QA approval
- Any change control, validation, regulatory, training, or CAPA actions created

FDA quality systems guidance recommends controlled procedures for completing, securing, protecting, and archiving records, including data that provide evidence of operational and quality system activities (FDA, Quality Systems Approach to Pharmaceutical CGMP Regulations).

This principle applies strongly to AI. If AI output influenced the impact assessment, the company should retain enough evidence to reconstruct how the conclusion was reached.

## AI Governance Requirements

AI governance should define the boundaries of acceptable use.

Governance Element	Practical Requirement
Intended use statement	Define what AI may and may not do
Human-in-the-loop review	AI cannot approve GMP changes independently
Source control	AI uses only approved, controlled, or clearly classified data sources
Output traceability	AI recommendations link back to source records
Role-based access	Users see only data they are authorized to access
Model/version control	AI model and configuration changes go through change control
Performance monitoring	Track false positives, missed impacts, overrides, user feedback
Escalation rules	High-risk uncertainty triggers QA/Validation/RA review
Supplier oversight	Vendor documentation, validation support, cybersecurity, data handling
Periodic review	Confirm the AI remains fit for intended use

AI should be treated like a quality system tool, not a casual productivity shortcut.

## Human Review Expectations

The safest model is not “AI decides.” The safest model is: AI identifies -> SME evaluates -> QA approves -> system documents.

Function	Role in AI-Assisted Change Control
Change owner	Describes change clearly and reviews AI-suggested impact areas
QA	Ensures impact assessment is complete and GMP decision is justified
Validation	Assesses qualification, process validation, cleaning validation, method validation, CSV impact
Regulatory Affairs	Assesses filing, variation, supplement, or commitment impact
Engineering	Assesses equipment, utilities, maintenance, calibration, spare parts impact
Manufacturing	Assesses operational execution, batch record, line clearance, and process impact
QC	Assesses method, specification, stability, sampling, LIMS, and lab control impact
Training/LMS owner	Assesses role-based training and competency impact
IT/CSV	Assesses system, interface, access, audit trail, and Part 11 impact

ICH Q9(R1) states that quality risk management activities are often undertaken by interdisciplinary teams with experts from appropriate areas, including quality, engineering, regulatory affairs, production, supply chain, statistics, and other relevant functions (ICH Q9(R1)). AI should make interdisciplinary review better, not narrower.

## Implementation Roadmap for AI in Change Control Impact Assessment

### Step 1: Start With Document Search, Not Automated Decisions

Begin with AI-assisted retrieval of related SOPs, validation documents, deviations, CAPAs, training items, and historical change controls. This is lower risk and immediately useful.

### Step 2: Clean Master Data

Standardize names and IDs for equipment, rooms, products, materials, suppliers, methods, documents, and systems. AI dependency mapping is only as good as the metadata behind it.

### Step 3: Define Change Categories

Build structured change categories such as equipment, process, material, supplier, method, computerized system, facility, utility, packaging, labeling, cleaning, and regulatory.

#### **Step 4: Build Impact Prompts by Category**

Create approved impact question sets for each change type. For example, a material change should automatically trigger questions about specifications, supplier qualification, incoming testing, process performance, stability, and regulatory commitments.

#### **Step 5: Validate the AI Tool**

Validate based on intended use. Test whether the AI identifies known affected documents from historical change controls.

#### **Step 6: Pilot With Historical Changes**

Run the AI against completed change controls and compare its findings with the approved impact assessments. Look for missed documents, false positives, and useful new links.

#### **Step 7: Require Human Review**

Do not allow AI output to auto-populate final risk conclusions without human verification. The reviewer should confirm, reject, or add rationale.

#### **Step 8: Integrate With QMS Workflow**

Connect AI suggestions to formal routing: QA, validation, regulatory, training, engineering, QC, manufacturing, IT, and system owners.

#### **Step 9: Monitor Performance**

Track whether AI reduces missed impacts, improves right-first-time change controls, decreases post-implementation deviations, and improves review consistency.

#### **Step 10: Scale Gradually**

Only after proving value in low- or moderate-risk use cases should the company consider AI support for more complex impact prediction.

## **FAQ: AI for Change Control Impact Assessments**

### **Can AI approve pharmaceutical change controls?**

No. AI should not independently approve GMP change controls. AI can support document retrieval, dependency mapping, risk prompts, and historical analysis, but qualified human reviewers and QA must own the final decision.

### **Is AI allowed in GMP change control?**

There is no general prohibition against using AI as a support tool, but if AI is used in a GMP quality system, it must be governed, validated according to intended use, controlled through procedures, and supported by data integrity controls. EMA emphasizes that AI/ML systems should be managed with a risk-based lifecycle approach, and manufacturers remain responsible for algorithms, models, datasets, and data pipelines (EMA, Reflection Paper on the Use of Artificial Intelligence in the Medicinal Product Lifecycle).

## What is the best first AI use case for change control?

The best starting point is AI-assisted document and dependency search. This helps reviewers identify affected SOPs, validation documents, training items, deviations, CAPAs, equipment, materials, and historical changes without allowing AI to make final GMP decisions.

## Could AI reduce incomplete impact assessments?

Yes, if implemented correctly. AI can help identify hidden dependencies and similar historical changes. However, poor metadata, uncontrolled documents, weak integration, or overreliance on AI could create new risks.

## Does AI change the role of QA?

No. QA remains accountable for ensuring the change is properly assessed, reviewed, approved, implemented, and verified. AI should improve QA visibility, not replace QA authority.

## Does AI output need to be retained?

If AI output supports or influences a GMP impact assessment, the organization should retain enough information to reconstruct the decision, including source records, AI recommendations, human review, final rationale, and approval history.

## Can AI determine regulatory filing impact?

AI can flag potential regulatory impact by identifying filing commitments, product registrations, process descriptions, specifications, or prior regulatory correspondence. However, Regulatory Affairs must make the final assessment.

## Conclusion: Realistic Adoption, Not AI Hype

AI for change control impact assessments is one of the most practical applications of AI in pharmaceutical quality systems. Change control is document-heavy, dependency-heavy, risk-based, and vulnerable to human blind spots. Those conditions make it a strong candidate for AI-assisted search, mapping, and review support.

The most realistic value is not automatic approval. It is better discovery.

AI can help QA and cross-functional teams identify affected SOPs, validations, training items, equipment, methods, suppliers, regulatory commitments, deviations, CAPAs, and historical change outcomes. It can make impact assessments more complete, more consistent, and more defensible.

But AI must be implemented carefully. ICH Q9(R1) reminds the industry that quality risk management should be based on scientific knowledge, linked to patient protection, and documented with effort proportional to risk (ICH Q9(R1)). FDA quality systems guidance emphasizes that change control is intended to manage change and prevent unintended consequences (FDA, Quality Systems Approach to Pharmaceutical CGMP Regulations).

That is the right mindset for AI in change control: use AI to improve the science and completeness of the assessment, while keeping GMP accountability with trained, qualified, and authorized human reviewers.

For AIforQA.org, this is a cornerstone topic because it addresses a real QA pain point: not whether a change can be approved faster, but whether the organization truly understands what the change could affect.

## References

- FDA. Guidance for Industry: Quality Systems Approach to Pharmaceutical CGMP Regulations. This guidance discusses modern quality systems, risk management, CAPA, and change control as part of CGMP operations. It states that change control focuses on managing change to prevent unintended consequences and that risk analysis may help evaluate the potential effect of change.  
<https://www.fda.gov/media/71023/download>
- FDA. 21 CFR 211.100 - Written Procedures; Deviations. This regulation requires written production and process control procedures, including changes, to be reviewed and approved by appropriate organizational units and the quality control unit.  
<https://www.ecfr.gov/current/title-21/chapter-I/subchapter-C/part-211/subpart-F/section-211.100>
- FDA. 21 CFR 211.180 - General Requirements. This regulation requires records to be maintained and available for inspection and requires annual evaluation of drug product quality standards to determine the need for changes in specifications or manufacturing/control procedures.  
<https://www.ecfr.gov/current/title-21/chapter-I/subchapter-C/part-211/subpart-J/section-211.180>
- ICH. Q10 Pharmaceutical Quality System. ICH Q10 describes a model for a pharmaceutical quality system throughout the product lifecycle and identifies change management, CAPA, process monitoring, and management review as core quality system elements.  
<https://database.ich.org/sites/default/files/Q10%20Guideline.pdf>
- ICH. Q9(R1) Quality Risk Management. ICH Q9(R1) provides principles and tools for quality risk management, including risk assessment, risk control, risk communication, and risk review. It emphasizes patient protection, scientific knowledge, and proportionality of effort, formality, and documentation.  
[https://database.ich.org/sites/default/files/ICH\\_Q9%28R1%29\\_Guideline\\_Step4\\_2023\\_0126.pdf](https://database.ich.org/sites/default/files/ICH_Q9%28R1%29_Guideline_Step4_2023_0126.pdf)
- PIC/S. PIC/S GMP Guide Part I. PIC/S identifies change control as one of the written procedures and records expected within GMP documentation systems, alongside validation, qualification, technology transfer, maintenance, training, deviations, audits, and product quality review.  
<https://picscheme.org/docview/6606>
- EMA. Reflection Paper on the Use of Artificial Intelligence in the Medicinal Product Lifecycle. EMA discusses AI/ML in the medicinal product lifecycle and emphasizes risk-based development, deployment, performance monitoring, data integrity, context of use, and manufacturer responsibility for algorithms, models, datasets, and pipelines.  
[https://www.ema.europa.eu/en/documents/scientific-guideline/reflection-paper-use-artificial-intelligence-ai-medicinal-product-lifecycle\\_en.pdf](https://www.ema.europa.eu/en/documents/scientific-guideline/reflection-paper-use-artificial-intelligence-ai-medicinal-product-lifecycle_en.pdf)