

- Learn how PLM can be applied as a key enabler to fully capitalize on globalization
- Consider the requirements for a next-generation process and information framework, fully integrating mechanical, electrical, and software content
- Find out which tools are available now to radically transform simulation
- Assess which programs best address manufacturing variation up front, early in development, when the costs of making changes are the lowest
- Understand the processes, the people, and the technology required to optimize the extended supply chain

The Payoffs and Challenges of a PLM Integration Surge

Addressing the New Dimensions of Globalization, Process Optimization, Metrics & Financial Scorecards, Simulation, and Mechatronics

September 23 & 24, 2008
Detroit, Michigan





About PLM Road Map™ 2008

PLM Road Map™ 2008 is a strategic conference focused on the critical tradeoffs shaping product development. Join leading analysts from CPDA and key industry players as they share experiences in making technology work by driving efforts up front early in design, and continuously incorporating cross-disciplinary knowledge and feedback.

PLM Road Map™ 2008 will challenge attendees to shift their current thinking to a new level in a series of presentations focusing on the global transformation of product development and innovation processes. Gain insight into what impacts you and your organization, from our keynote speakers including: Michael Hoseus, co-author of *Toyota Culture*; Terry Kline, General Motors; Christian Verstraete, Hewlett-Packard; Peter Robison, IBM Corporation; Christopher L. Blake, Lockheed Martin Aeronautics; Stephen Bashada, Siemens PLM Software; and Philippe Sottocasa, Sogeti.

Conference at a Glance

TUESDAY a.m.	Plenary Session: Processes and People First for an Effective PLM Transformation	
TUESDAY p.m.	Keys to Driving a Successful Transformation	Integrating Mechatronics and Embedded Software Development into PLM: Needs and Challenges
TUESDAY EVENING	Eye on Technology Exhibition and Welcome Reception	
WEDNESDAY a.m.	The Expanding Role of Modeling Across the Extended Enterprise	Meeting the Challenges of PLM as it Drives Ever Deeper and More Broadly into Operations
WEDNESDAY p.m.	Plenary Session: Globalization and the Future of PLM	

At PLM Road Map™ 2008 you will find out what is really important in PLM today

- ▶ Take part in discussions that will enable you to make a quantum jump in your current thinking about product development.
- ▶ Learn more about the essentials of a Lean Culture.
- ▶ Understand how the challenge of transforming design impacts all aspects of an organization – from people and process to technology.
- ▶ Confront the challenges of driving simulation-based design as an integral part of the design process.
- ▶ Hear how you can drive transformation for virtual product development on a global basis.
- ▶ Find out how standards are best leveraged internally for multi-functional collaboration, and externally to meet customer and supplier needs.



Plenary Session: Tuesday, September 23 – MORNING

Processes and People First for an Effective PLM Transformation

As PLM technology broadens to touch all disciplines, and deepens in reconciling ever greater levels of detail, it becomes a force in itself to drive transformation across the full design cycle. PLM Road Map™ 2008 opens with Christian Verstraete sharing four aspects of HP's experience in optimizing the value chain. Chris Blake will then highlight Lockheed Martin's success in driving continuous improvement by building on institutionalized processes as a standard base. Philippe Sottocasa will share Sogeti High Tech's approaches in developing a design/simulation framework. Michael Hoseus will then look at how to apply Toyota principles in the U.S.



Integrating Design & Supply to Optimize the Value Chain: Processes, People, and Technology

Christian Verstraete

Senior Director, Solutions, Worldwide Manufacturing & Distribution Industries, Technology Solutions Group, Hewlett-Packard Company

Companies face shortened product lifecycles and increased new technology introductions. In parallel, electronics companies are outsourcing large parts of the mechanical, electrical, and software aspects of their product development. The processes, the people, and the technology required to optimize an extended supply chain involve four aspects: a collaborative relationship with key partners; developing and optimizing collaborative processes; a "design for Supply Chain" approach; and parallelizing product development, engineering, and production facilities for faster start-up. Christian Verstraete will share approaches that effectively address the rising challenges confronting product development efforts.



Continuous Process Improvement in Driven, High-Performance Teams

Christopher L. Blake

Senior Technical Fellow and Deputy to the Vice President of Enterprise Process Integration, Lockheed Martin Aeronautics Company

Continuous improvement must build on institutionalized processes as a standard base for improvement. Time and again failures directly derive from not completing the fundamentals. Achieving continuous improvement requires the institutionalization of the basic process. Chris Blake will share his experiences and lessons learned at Lockheed Martin, which has successfully set a course to get back to basics, driving institutionalized processes by prescribing information handoffs between stakeholders.



Transformation: Time for a New Wave of Optimization

Philippe Sottocasa

Manager, Sogeti High Tech Simulation Centre of Excellence

Having built a team of two hundred personnel as a service provider of numerical simulation across the full product lifecycle, Philippe Sottocasa from Sogeti High Tech will review their success in providing simulation expertise, autonomy for the hardware and software, offshore capabilities, and a secure delivery process. The implementation of a SimEnterprise solution, mainly based on an in-house SimManager portal, represents a critical aspect of the program.



Building and Sustaining a Lean Culture: The People Value Stream

Michael Hoseus

Executive Director, the Center for Quality People & Organizations, and Co-author, *Toyota Culture*

A Lean Culture can only be effective by fully concentrating on the continuous development of personnel and by connecting them with the product value stream. The simultaneous development of both people and process accelerates and sustains lean implementations, saving costs and increasing payback. Lean programs concentrating solely on results become a short-term achievement that fades all too quickly. With thirteen years of leadership at Toyota Motor Manufacturing's Georgetown plant, Michael Hoseus will share lessons learned in adapting and applying the Toyota culture to an American workforce. Michael will define the essentials of a Lean Culture, and tell us how to achieve and sustain Lean.

Tuesday, September 23 – AFTERNOON

KEYS TO DRIVING A SUCCESSFUL TRANSFORMATION

- What lessons can be learned from companies that have realized major gains in successfully applying simulation early in development?
- How can templates with abstract modeling technology streamline the modeling/simulation process?
- How can process optimization approaches be applied to cut crash simulation times covering head impact and side impact by 50% - 96%?
- What are the most critical issues facing end-users today?

The early and thorough virtual assessment of design proposals represents a major aspect of the accelerated evolution of CAE technologies. Critical lessons learned in leveraging automation to streamline design and simulation processes extend across the whole development cycle. Find out how a successful integration platform based on standards contributes to the successful implementation of integration, synchronization, and migration strategies within and across a global supply chain. Interact with top strategists from the leading vendors for an update on their plans and find out how they envision a design/simulation framework.

Tuesday, September 23 – AFTERNOON

INTEGRATING MECHATRONICS AND EMBEDDED SOFTWARE DEVELOPMENT INTO PLM: NEEDS AND CHALLENGES

- How realistic is it to target a common solution for process automation across mechatronics, electrical, and software domains?
- Which industries have made the most progress with the effective integration of mechatronics?
- How are the development processes for electrical and electronics systems different across industries in terms of requiring different approaches for automation?
- What role can knowledge-based approaches and generative design play in integration strategies, and what cultural challenges are involved with their adoption?

For many years, systems engineering, mechatronics, and embedded software have remained independent from the mainstream design efforts in PLM. Today, the critical requirement to synchronize and streamline all phases of product development dramatizes the need for their integration into the PLM information management framework. This integration must span all phases and all workflows. Success provides major business benefits with enhanced product quality and differentiation. Leading practitioners in the area, together with leading architects from advanced PLM solutions vendors will share their insights and ideas about how to best solve this highly critical problem for global manufacturers.

Wednesday, September 24 – MORNING

THE EXPANDING ROLE OF MODELING ACROSS THE EXTENDED ENTERPRISE

- What lessons can be learned from the practical experiences of companies that have streamlined the process of model clean up prior to CAE meshing and analysis?
- How does new technology help facilitate collaboration for product development across disparate domains and across the worldwide supply chain?
- What are the new directions of technology available in product modeling to address downstream interaction with part geometry, even in a multi-CAD environment?
- How can the design modeling process be geared to help foster the embedding of product knowledge, model quality, and best-in-class modeling techniques?

Product knowledge and content authored in design engineering organizations often fails to flow smoothly into downstream disciplines, forcing non-value-added work to extract the content necessary to drive the extended enterprise. Learn from the experience of leading edge users how to exploit existing technology to better prepare and share product and process knowledge with all stakeholders across the product lifecycle. Hear users debate the future of innovative technology solutions in design modeling that bolster downstream interaction with product designs and that foster better quality and increased reuse of component models.

Wednesday, September 24 – MORNING

MEETING THE CHALLENGES OF PLM AS IT DRIVES EVER DEEPER AND MORE BROADLY INTO OPERATIONS

- How effective is the automotive industry in actually using PDM?
- How does a clear practical framework for leveraging and utilizing technology directly address the challenges of cultural resistance and organizational immaturity?
- What approaches can be applied to get the financial side to run its numbers before engineering has moved on to another project and the opportunity for redesign to improve profitability has been lost?
- How can a structured and standardized approach with an integration platform assist companies in realizing their enterprise integration needs extending across the supply chain?

As it matures, PLM drives ever more broadly across the enterprise and far more deeply into operations. The trend raises a series of challenges beginning with cultural and organizational resistance in operations, to the need to drive related functional areas such as finance to meet new timetables for performance. The issues extend out to the supply chain with a critical requirement for interoperability that can only be accomplished with open standards.

Globalization and the Future of PLM

PLM Road Map™ 2008 closes with IBM's Peter Robison reviewing a framework for the complete product lifecycle based on the ability of functional modeling techniques to manage the interaction between requirements and functions. Steve Bashada of Siemens PLM Software will highlight the next generation of PLM and its impact in enabling manufacturing companies to transform their businesses. GM's Terry Kline will then offer lessons on the success of GM's Information Systems and Services (IS&S) driving virtual product development on a global basis.



Model-Driven Systems Engineering: Starting Early in the Development Cycle

Peter Robison

Director of Automotive PLM Solutions, Global Automotive Industry, IBM

Product development must directly address the important business decisions that are made early in any new product introduction process. Peter Robison of IBM will review the ability of functional modeling techniques to manage the interaction between requirements and functions to determine financial viability and engineering feasibility from the start. Once initial project objectives are understood, the traditional discipline-specific authoring tools can be applied with the ability, if defined, to track compliance throughout the subsequent development and engineering change processes. The approach provides a consistent framework for coordinating efforts across multiple disciplines through the complete product lifecycle.



Next Generation PLM

Stephen M. Bashada

Vice President of Teamcenter, Siemens PLM Software

First generation PLM systems have been deployed and reviews are mixed. This presentation will look at the successes to date, and identify the gaps that have become obvious in early results. The next generation of PLM raises the stakes for product development, production automation, and manufacturing execution. Short- and long-term opportunities now exist for manufacturing companies to transform their businesses as a result of new technology that brings these organizations together. Steve Bashada of Siemens PLM Software will examine the global market trends that have driven manufacturers' demands on current PLM implementations.

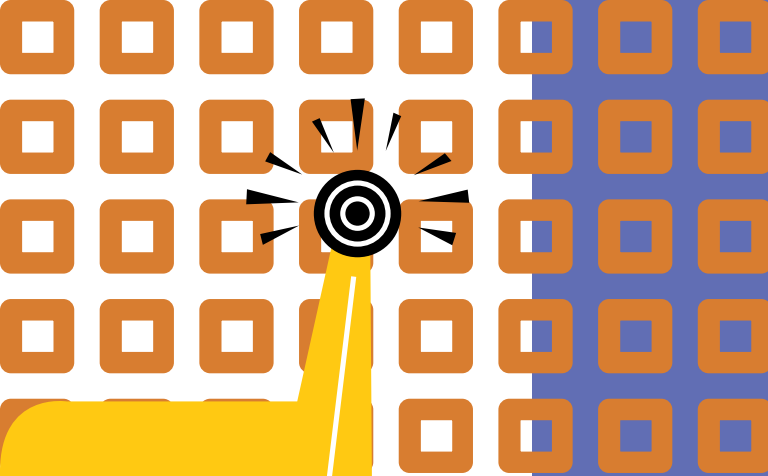


Using IT to Optimize Global Product Development

Terry Kline

Global Product Development Process Information Officer, General Motors

GM Global Product Development now operates as one global organization rather than as several regional development centers. Information Systems and Services (IS&S) continues to play a significant role in the ongoing transformation, and in addressing the ever-pressing challenge of helping to optimize virtual product development on a global basis. The discussion will share characteristics of what this means for specific high-impact product development disciplines such as simulation and mechatronics. The challenges and insights associated with delivering results in a complex environment will also be shared.



Who Should Attend?

Business Process Modeling Professionals

CAD Strategy Executives

Chief Engineers

Design and Simulation Experts

Engineering Executives

Engineering IT Executives

Engineering Process Development Managers

Outsourcing and Contract Manufacturing Executives

Planning Managers

Process Designers

Product Management Executives

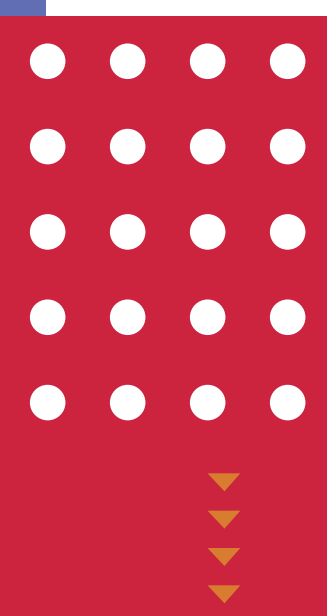
Procurement Managers

Product Platform Managers

Product Portfolio Managers

Supply Chain Management Professionals

Systems Engineers



Why Should You Attend?

It's about **TRUST**

Do you want to know what your peers are doing without spending significant time searching for the right information? Trust CPDA's analysts to deliver expert knowledge and advice. **Take away the inside track on new ideas that you can use right away.**

It's about **your FUTURE**

How do you make effective decisions today when you don't know what lies ahead? At PLM Road Map™ 2008 CPDA's analysts and expert speakers will offer insight on what the future holds. **Take away a clearer understanding of what is around the corner so that you can drive change today.**

It's about **CONNECTION**

Do you ever think that you must be the only person facing a specific set of challenges? Some of the most important time you spend at PLM Road Map™ 2008 will be the time you spend with your peers. **Take away shared ideas and experiences that can be used immediately.**

It's about **making the technology WORK**

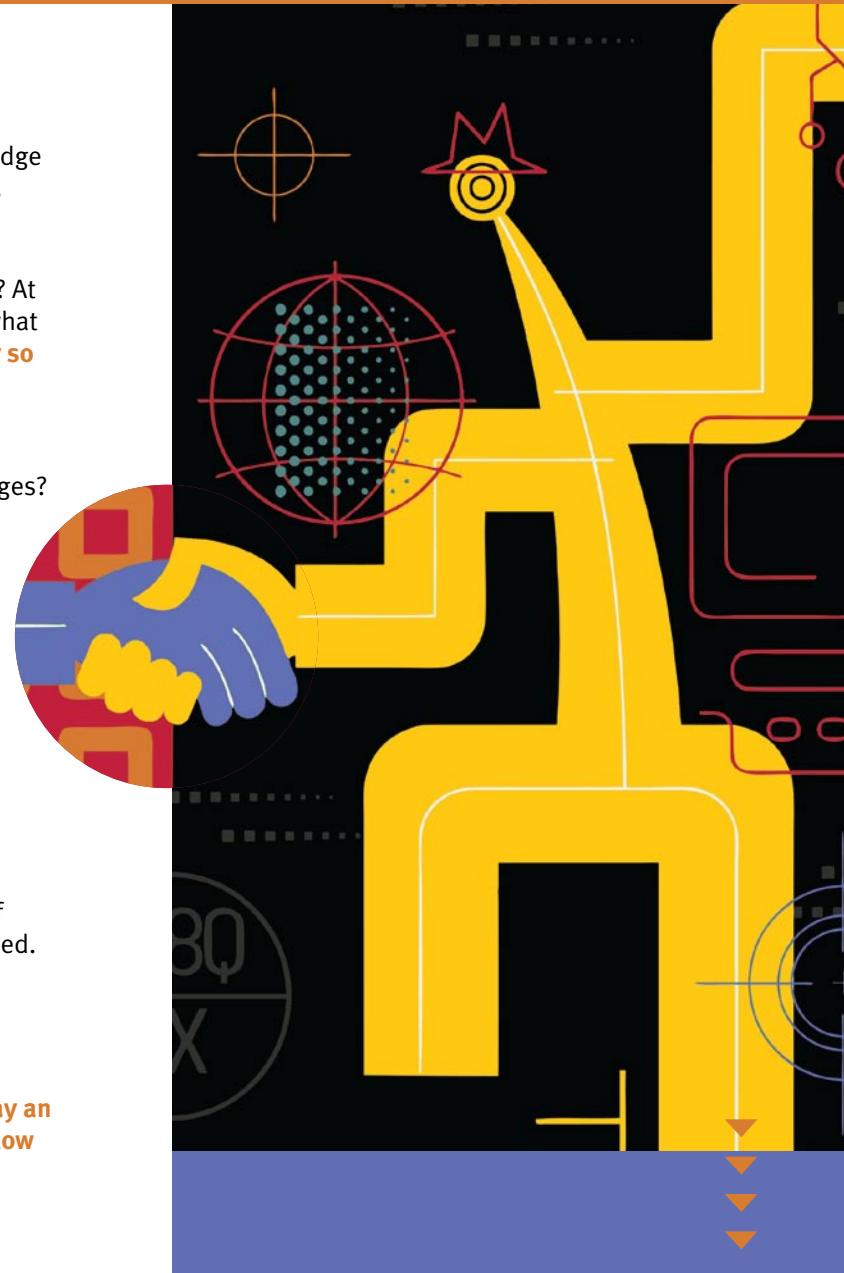
Is the need to bring new and innovative products to market rapidly critical to your success? The information you gain at PLM Road Map™ 2008 will help you jump start the product development process. **Take away the knowledge you need to avoid costly mistakes and reap the benefits of saved time from shared experiences.**

It's about **COMMUNITY**

How often do you have the opportunity to spend quality time with a large group of like-minded peers? PLM Road Map™ 2008 is designed to give you the time you need. **Take away valuable additions to your network.**

It's about **making the right CHOICE**

With so many PLM solutions available are you finding it hard to work out what will work best for you? Making the right choice is critical to your bottom line. **Take away an understanding of what is available now, what will be available, and what will allow you to create a measurable improvement in your ROI.**



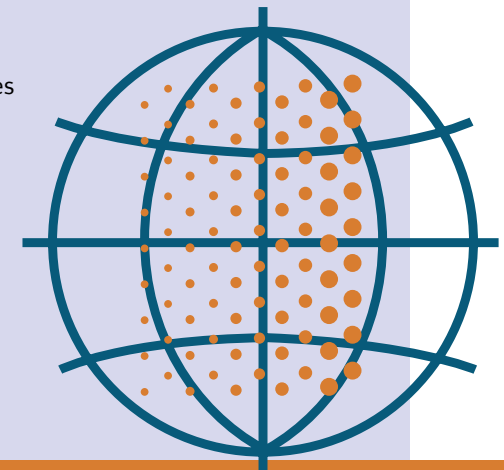
Previous Attendees Include:

3M
Actify
Adobe Systems
Advatech Pacific, Inc.
Agile Software Corporation
Airbus
ALPS Automotive, Inc.
Altair Engineering, Inc.
Amcort PET Packaging
AMD
ANSYS, Inc.
Applied Biosystems
Arena Solutions
ArvinMeritor
Autodesk
BAE Systems
BMW AG
Babcock & Wilcox
Bath Iron Works
Bell Helicopter Textron, Inc.
B.F. Goodrich
The Boeing Company
Bombardier, Aerospace Group
Bridgestone/Firestone
Cardinal Solutions
Caterpillar Inc.
CD-adapco
CENIT
Centric Software, Inc.
Chrysler Corporation
Cisco Systems, Inc.
Comet Solutions, Inc.
Computer Sciences Corporation
Cooper Tire & Rubber Company
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Dana Corporation
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DELMIA Corporation

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Exostar, LLC
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Ford Motor Company
Freudenberg-NOK
Freescale Semiconductor
GE Aircraft Engines
GE Power Systems
General Dynamics
General Motors Corporation
GlobalSpec.com
Goodyear Tire & Rubber
Granta Design
Gulfstream Aerospace
Harley-Davidson
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Hewlett-Packard
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HMS Products
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Honeywell
IBM Corporation
INCAT Systems, Inc.
Infosys Technologies
Intel Corporation
Intier Automotive Interiors
Invensys Software Systems
Johnson Controls
Keane, Inc.
Kennametal

Kubotek
Lear Corporation
LG CNS
LMS North America
Lockheed Martin Corporation
MAGNA STEYR
MDS Sciex
Mentor Graphics
Messier-Dowty
Methode Electronics
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Moog, Inc.
MSC Software Corporation
MSX International
NASA
NCMS
Nike, Inc.
NIST
Oshkosh Truck
PSA Peugeot
PARTsolutions
Pentair Enclosures
Pratt & Whitney
Procelerate Technologies
PROSTEP
PTC
Raytheon Company
Right Hemisphere
RuleStream Corporation
Sandia National Laboratories
Selectica, Inc.
SGI
Siemens PLM Software
Simulia
Simmetrix
Solidworks Corporation
Sopheon Corporation
Spatial Corporation
Sun Microsystems

Swagelok
Tech Soft America
Telelogic
Textron, Inc.
The Timken Company
Toyota
TRW
U.S. Air Force
U.S. Army
U.S. Navy
VISTAGY
Visteon Corporation
Vaught Aircraft
Whirlpool Corporation
Wipro Technologies
Xerox Corporation



To Register

Online: <https://cpd-associates.com?download=PLMRMo8>

E-mail: events@cpd-associates.com

Call: 800-573-4756
251-433-7049 (outside USA)

Fax: Download registration form at:
<http://cpd-associates.com/pdfs/PLMRMo8.pdf>

Registration Fees

- Register by August 15th and take \$200 off your registration.
- Bring-a-Colleague Discount* and take \$200 off each registration.

Full Fare	One Discount	Two Discounts	Research Partner Program**
\$1495	\$1295	\$1095	FREE

*Bring-a-Colleague Discount applies to both registrants. To qualify you must register at the same time.

**Call 800-573-4756 to find out if you qualify for this partner benefit.

Team Registration

Manufacturing Teams: Optimize your ROI by taking advantage of special pricing when you register three or more people from your team. Offer expires August 15th.

Call 800-573-4756 for details.

Hotel and Conference Venue Information

The Inn at St. John's, Plymouth, Michigan (12 miles north of the Detroit airport)

Tel: 734-414-0600

Group Rate: \$139

Reserve early – CPDA rate expires September 4th





About Collaborative Product Development Associates

Collaborative Product Development Associates (CPDA) is a provider of critical analyses for PLM decisions. CPDA offers the latest in-depth, objective information for assessing technology and business goals. Coordinated by a group of experienced analysts, its collaborative research programs leverage the efforts of top software designers and leading-edge users. CPDA's differentiation is its specific, deep, and pragmatic approach to the market, and a hands-on understanding of the technology required to drive successful implementations.

CPDA's collaborative research programs include Design Creation and Validation, Design/Simulation Council, PLM Integration/Product Definition, and Product Value Management.



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