



## **PLM ROAD MAP™ 2007 - CONFERENCE TRACKS - SHORT DESCRIPTIONS**

**WEDNESDAY, SEPTEMBER 19, 2007**

### **MORNING**

#### **PLENARY: LEAN TRANSFORMATION FOR INTEGRATION AND COLLABORATION ACROSS THE PRODUCT LIFECYCLE**

PLM Road Map™ 2007 opens with broad lessons from Dr. Durward K. Sobek II on the application of lean manufacturing principles to product development, and the lessons from Toyota that go far beyond streamlining processes by eliminating waste. The focus then moves to the challenges, successes, and lessons of supporting a transformation to global engineering with global information technology. The role of agility in driving innovation for business is then considered. The next-generation framework for PLM is then outlined highlighting unprecedented flexibility to drive integration across the full lifecycle from conceptual customer needs, through design, verification and validation, to manufacturing. Find out what this means for you as our keynote speakers discuss the demands and benefits of a lean enterprise framework.

### **AFTERNOON - BREAK-OUT TRACKS**

#### **INTEGRATING AND LINKING PLM SILOS ACROSS ALL DISCIPLINES**

As PLM matures the payoff for integration, interoperability, and standardization rises dramatically. Drawing on successes at Motorola, a new approach in product development promotes collaboration with real-time interaction between product development teams, focusing on critical product performance parameters for immediate feedback throughout the corporation. New systems capabilities that manage, reconcile, and reuse the continuous flow of information from initial customer-needs identification, to product requirements management, to risk identification and mitigation, and through robust design analysis will be considered.

#### **LEVERAGING DESIGN MODELS AND REUSE DOWNSTREAM**

The wealth of product knowledge and content authored in design engineering organizations is often trapped at the workgroup level, destroying the dramatic potential for the extended enterprise to leverage engineering content. Find out from leading-edge users how to exploit existing technology to capture and share product and process knowledge across the product lifecycle. Interact with users and vendors as they discuss the future of innovative technology solutions in design modeling that bolster downstream interaction with product designs and increased reuse of component models.

**THURSDAY, SEPTEMBER 20, 2007**

**MORNING - BREAK-OUT TRACKS**

### **SIMULATION FRAMEWORK: THE NEXT STEP FOR SIMULATION DATA AND PROCESS MANAGEMENT**

Accurate predictions of product performance across multiple physical domains are key to delivering a product to market in the shortest time and at the lowest cost. Designers and engineers must understand product behavior. A critical component of a simulation framework, simulation data management, must serve multiple disciplines with the full integration of design and multi-disciplinary optimization activities. Process management and optimization are equal priorities. This may change with the advent of SysML™ capabilities. Learn how to meet the challenges for driving analysis into the mainstream of product design. Find out how your simulation experiences compare with others.

### **DRIVING VALUE WITH INTELLIGENT PRODUCT STRUCTURES AND A MECHATRONICS FRAMEWORK**

The highest payback in development comes from accelerated communication in design and engineering, facilitated by intelligent product data structures spanning requirements, functional breakdown, physical architecture, and scaleable configurations. Management approaches for advanced product definition ensure the full reconciliation of changes across multiple domains. The most critical area where advanced product definition has to be applied to enable systems engineering principles is mechatronics. Mechatronics adoption works best with a series of smaller steps. This provides the basis for a comprehensive process management approach coupled with advanced modeling and simulation tools that drive optimal results.

### **MANUFACTURING SIMULATION TO IMPROVE PRODUCT ENGINEERING AND DELIVERY**

Most product developers recognize the benefits of digital analysis, and simulation of engineering designs, to optimize product quality and durability. Yet the manufacturing processes used to produce those products often have as great, if not greater, an impact on product quality, compliance, and production efficiency. CPDA joins with the Michigan Simulation User Group (MSUG), [www.m-sug.org](http://www.m-sug.org), to explore the use of simulation of manufacturing processes as a decision support tool that helps bridge the gap between product design and improved delivery.

### **PLENARY: THE PLM CHALLENGE TO ENABLE THE LEAN ENTERPRISE**

PLM Road Map™ 2007 closes with Michael N. Kennedy stressing the importance for companies to integrate strategies for lean thinking in product development with their strategies for implementing PLM on a broad scale. Dr. Thomas P. Giolda will share Whirlpool's success in driving a PLM framework across design and simulation. PTC's Chad Hawkinson will concentrate on mechatronics, and contrast progress across industries and geographies - extending to Japan - for lessons learned and the next steps to take.