



PLM ROAD MAP™ 2008 - CONFERENCE TRACKS - SHORT DESCRIPTIONS

TUESDAY, SEPTEMBER 23, 2008

MORNING

PLENARY: 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 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.

AFTERNOON - BREAK-OUT TRACKS

KEYS TO DRIVING A SUCCESSFUL TRANSFORMATION

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.

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

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, 2008

MORNING - BREAK-OUT TRACKS

THE EXPANDING ROLE OF MODELING ACROSS THE EXTENDED ENTERPRISE

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.

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

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.

AFTERNOON

PLENARY: 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.