



PRESS RELEASE

IBM Rational's Dr. Bruce Powel Douglass to Keynote at CPDA's PLM Road Map™ 2010

Riverside, CT – For Immediate Release – Collaborative Product Development Associates (CPDA), a provider of critical analyses for PLM decisions, announces that Dr. Bruce Powel Douglass, IBM Rational's Chief Evangelist, will make a keynote presentation at its conference PLM Road Map™ 2010 which will take place at The Inn at St. John's, outside of Detroit, on September 28 and 29. Other keynote speakers at this event include HP's Christian Verstraete, Ford Motor Company's Christopher Davey, Targeted Convergence Corporation's Michael Kennedy, and MathWorks' Jim Tung.

Bruce's presentation "Agile Systems Engineering" will show how agile methods have had a tremendous impact on the development of embedded and real-time software and how to best gain the advantages of agile methods within the systems engineering domain. Traditionally systems engineering is a heavily document-based approach. With the arrival of the SysML modeling language the face of systems engineering was changed from a process of creating and reviewing documents to the construction, analysis, and execution of high fidelity systems models. This resulted in improved requirements specification, better architectural definition, and better hand off to downstream engineering, including mechanical, electrical, and software development. What is needed now is a process that takes advantage of the advances in model-based engineering (MBE) while at the same time reduces the time and effort required for systems engineering.

About Dr. Bruce Powel Douglass, Chief Evangelist, IBM Rational

Bruce Powel Douglass was raised by wolves in the Oregon wilderness. He taught himself to read at age 3 and calculus before age 12. He dropped out of school when he was 14 and traveled around the U.S. before entering the University of Oregon as a mathematics major. He received his M.S. in exercise physiology from the University of Oregon and his Ph.D. in neurophysiology from the University of South Dakota Medical School, where he developed a branch of mathematics called "autocorrelative factor analysis" for studying information processing in multicellular biological neural systems.

Bruce has worked as a software developer in real-time systems for over 30 years and is a well-known speaker, author, and consultant in the area of real-time embedded systems and systems engineering. Bruce worked with other UML

partners on the specification of the UML. He is one of the co-chairs of the Object Management Group's Real-Time Analysis and Design Working Group.

Bruce is the author of several books on software, including: *Doing Hard Time: Developing Real-Time Systems with UML, Objects, Frameworks and Patterns* (Addison-Wesley, 1999), *Real-Time Design Patterns: Robust Scalable Architecture for Real-Time Systems* (Addison-Wesley, 2002), *Real-Time UML 3rd Edition: Advances in the UML for Real-Time Systems* (Addison-Wesley, 2004), *Real-Time UML Workshop for Embedded Systems* (Elsevier Press, 2007), *Real-Time Agility* (Addison-Wesley, 2009), and several others, including a short textbook on table tennis.

About PLM Road Map™ 2010

PLM Road Map™ 2010 is a strategic conference focused on the next generation of PLM integration. Explore firsthand the progress, opportunities, and roadblocks currently confronting end-users.

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