



PRESS RELEASE

Industry Expert Michael Kennedy to Keynote at CPDA's PLM Road Map™ 2010

Keynote address will focus on set-based product development.

Riverside, CT. For Immediate Release – Collaborative Product Development Associates (CPDA), a provider of critical analyses for PLM decisions, announces that Michael Kennedy, Founder and CEO of Targeted Convergence Corporation will join Jim Tung of MathWorks as a keynote speaker at its annual PLM Road Map™ conference, to be held at The Inn at St. John's, outside of Detroit, Michigan on September 28th and 29th.

Specification-driven design has become so accepted, that it is difficult for us to think about product development any other way. Unfortunately, the resulting point-based design makes it inherently difficult to effectively collaborate with other organizations during product development, resulting in a broad range of inefficiencies and difficulties. At the start of the 20th century, the Wright Brothers pioneered set-based design in their development of a piloted airplane in a fraction of the time of their competitors. During the 80's and 90's Toyota showed how set-based design could facilitate outstanding collaboration and learning across organizations. In his keynote address, **Set-Based Product Development: Never Allow your Designers to be Painted into a Corner**, Michael Kennedy will feature set-based design as a way of converging knowledge into collaborative decision-making that promises to deliver superior products on schedule with consistent profits. The presentation will explain what, why, and how this thinking can be adopted.

Now in its 17th year, PLM Road Map™ 2010 is a strategic conference focused on the next generation of PLM integration. PLM Road Map™ 2010 will enable attendees to explore first hand the progress, opportunities, and roadblocks leading-edge end-users are confronting.

More information and updates on PLM Road Map™ 2010 may be found at http://www.cpd-associates.com/index.cfm?content=include_conference10.cfm.

About Michael Kennedy, Founder & CEO of Targeted Convergence Corporation

Michael Kennedy enjoyed a 30 year career at Texas Instruments Inc., where he was the lead engineer on many development projects including missile system

products and manufacturing systems. While at TI, he was a leader in re-engineering the core engineering and manufacturing processes, including the adoption of concurrent engineering, solid modeling CAD systems, CAD/CAM integration, and drove TI's quality initiatives leading to them winning the Malcolm Baldrige Award.

For the past 10 years, Michael has been working with companies to apply the "learning-first" and "set-based" principles that were pioneered by the Wright Brothers and formed a major part of the dominating performance of Toyota during the 80's and 90's. As explained in his books, *Product Development for the Lean Enterprise* and *Ready, Set, Dominate*, the key is understanding how the principles and techniques come together into a workable system. It is the system that delivers the huge bottom-line benefits. In 2004, he co-founded Targeted Convergence Corporation with the mission of developing models, training, and tools for implementing those principles into manufacturing companies.

About CPDA

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 cohesive suite of collaborative research programs leverages 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, Mechatronics Council, PLM-Integration/Product Definition, and Product Value Management.

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