



The major European event within Product Data Technology

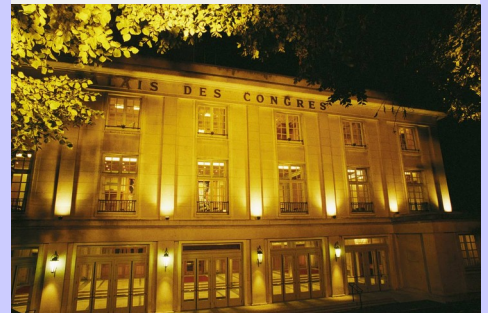


PDT Europe 2009

Two days of presentations and tutorials where we will have open discussions and create good value together.

PDT Europe is an annual event held in different European countries. Now in its 18th year, the PDT Europe 2009 is the networking event that brings together the leading practitioners.

November 18-19 2009
Palais des Congrès
Versailles - Paris, France



Organizers: Eurostep, EADS, CIMdata and Pathway Guidance



CIMdata



Theme 2009: Effective PLM Operations – Governance and PLM Standards

- Effective PLM Operations – yes please!

This is what we all want and need. And we need it badly. Products are becoming increasingly complex and they are designed, manufactured and supported in complex and agile networks of organizations. Managing requirements defining such complex products is hard and it is even harder to verify and validate that the products in use meet them. There is never enough time or money and “green” and other regulations are adding to the requirements we need to fulfil.

Effective PLM will not happen by itself. It requires hard work and commitment. Some might even say chance plays a role in the selection of software vendors and service partners. Yet we all believe in controlling our future. This is the first time we have called out Governance in a PDT Theme. To be successful over time you need good governance to ensure the overall direction, effectiveness, supervision and accountability of PLM in the organization and in the extended and virtual enterprise. Alongside governance we need to learn and implement the PLM lessons and we need to get the pay back to justify our investments.

Do we need luck? Yes, why not - it can always help! But we cannot depend on it. We need to be able to manage PLM whatever happens. Users need to drive for low cost of ownership and increased control of one of their most valuable assets – product data. Networking with others is key to learning more since no single person or organization “knows it all”.

PDT is about this: networking, exchange and sharing of ideas. Learn about PLM standards – their use, status and future direction. The more you know the less you will depend on luck.

- This is good governance!

Sponsors:



Agenda- PDT Europe 2009

**November
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Day 1 - November 18

08.00-09.00	Registration	
	Parallel Tutorials	
09.00-10.20	<p>What is PLCS - STEP AP239</p> <p>PLCS (STEP AP239/Product Life Cycle Support) is a part of the STEP standard. It is gaining interest rapidly and the concept and technology is already in production use. Commercial software is available and PLCS based projects are launched in both commercial and defence industries. PLCS is very much about true PLM since it covers information across the product's life cycle, from requirements to product support.</p> <p>This tutorial will include a session about software and libraries available to "do PLCS".</p> <p>Rob Bodington, Eurostep UK</p>	<p>STEP AP233 Systems Engineering</p> <p>ISO AP233 is an enabler for the integration of systems engineering data into overall product data management schema. The systems engineering process is an integrated process with different technical areas including requirements capture, functional analysis, architectural design, traceability, system properties definition, safety and reliability analysis. Each of these has their own associated tool dedicated to support these processes and associated information. This leads to a need to exchange information between different tools that support systems engineering activities in different contexts, for instance, where the emerging design is at different levels of refinement. AP233 is the solution to build up an engineering data base for an integrated development process.</p> <p>This tutorial will be a mix of AP233 background and content as well as describing cases where AP233 will be used.</p> <p>Phil Spiby, Eurostep UK</p>
10.20-10.40	Break	
10.40-12.00	<p>Take up of PLCS and implementations. How PLCS fits into existing IT infrastructures</p> <p>This tutorial will discuss use of PLCS and its potential impact on business. The range of applications is broad as will be demonstrated by examples.</p> <p>Rob Bodington, Eurostep UK</p> <p>Patrick Houbaux, Eurostep France</p>	<p>The ASD-SSG work</p> <p>ASD has identified as one of the key objectives to "promote European contribution to international standards and to develop international cooperation". Consequently mid 2008, ASD, its members and major European aerospace companies decided to create a European Aerospace & Defence governance standardization structure for e-business, based upon the existing ASD organisation.</p> <p>This new structure provides the general governance of activities related to ensuring the availability and maintenance of the necessary e-Business standards for the industry.</p> <p>The presentation will describe this governance structure for e-business standards, its objectives, its current activities and working methods.</p> <p>Yves Baudier Chairman ASD SSG France</p>
12.00-13.00	Lunch in the exhibition area	

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Day 1 – November 18

13.00-13.15	Plenary Session Opening Welcome by the Organizers
13.15-14.00	PHENIX – An EADS programme for PLM Processes, Methods & Tools harmonization In 2007 EADS undertook a big challenge when deciding to harmonize its PLM system across its Divisions. 3 years after, successes already achieved by the PHENIX program show that it was the right decision to take, even if further harmonization is still needed and possible. A strong basis for this harmonization is Standards to ensure long term interoperability of evolving solutions within the Extended Enterprise. The Strategic Standardization Group initiated by EADS at ASD level with major AS&D companies in Europe demonstrates exactly how voluntary governance can improve concretely PLM operations. Jean Yves Mondon , EADS France
14.00-14.30	How to convince your boss to take the PLCS route PLCS is gaining momentum, however if we look carefully, mainly in organizations already very mature in information technology or having participated to standardization work. In short in places where the management is already convinced! This slow take-off is disturbing provided the benefits of PLCS and its wide applicability. THALES has made the decision to put the PLCS model at the center of product data exchanges, the roll-out to business will start in 2010. This presentation will present what has been done at Thales to secure support from senior management: Speaking in financial, investment and benefit terms. The purpose of this presentation is to share and discuss the THALES experience in this field. Olivier Rives , Thales France
14.30-14.45	The PDT Europe 2009 challenge Uwe Weissflog , Pathway Guidance Germany
14.45-15.15	Break in the exhibition area

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Day 1 – November 18

15.15-15.45	<p>PLM – Market Trends and Evolution</p> <p>PLM has become a major initiative in many organizations as they seek to address the current unstable economic situation. In this session, we will address the motivations that drive companies to invest in solutions – what are the particular stresses that the current economic situation is placing on businesses and how is this affecting priorities. We will also discuss innovation’s role in helping companies address their challenges and become successful. Innovation isn’t just about product concepts, it’s about being innovative in both products and processes used inside the organization.</p> <p>Jacques Cornelis, CIMdata France</p>
15.45-16.15	<p>STEP in the USA – an update from PDES, Inc</p> <p>PDES, Inc. is an international industry/government consortium committed to accelerating the development and implementation of standards that enable enterprise integration and PLM interoperability for its member companies.</p> <p>PDES, Inc.’s members represent leading manufacturers, national governmental agencies, software vendors and research organizations. PDES, Inc. supports the Digital Enterprise through the development and implementation of information standards to support Model-based Engineering, Model-based Manufacturing, and Model-based sustainment. Testing of implementations and data exchange using the ISO 10303 standard is an integral part of PDES, Inc.</p> <p>Charlie Stirk, leader of PDES TAC USA</p>
16.15-17.00	<p>Will Product and Process Data Standards Ever Become Mainstream in the PLM Software World? Challenges, Opportunities, and Best Practice</p> <ul style="list-style-type: none">- What sets of conditions drive successful adoption of standards and to what extent do those conditions exist today?- What are the most important sets of product lifecycle challenges that standards could alleviate today?- What are the inhibitors to adoption of PLM standards and what do we need to do as individuals and organizations to address them?- What are the best practices to maximize success at deploying and accelerating adoption of standards-based PLM processes given the current environment? <p>Marc Halpern, Gartner Research Director PLM USA</p>
18.00-19.00	<p>Socializing - Welcome Reception</p>
19.30	<p>Socializing - PDT Dinner</p>

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Day 2 – November 19

08.30-08.45	Opening of Day 2
08.45-09.30	PLM Standards - a key enabler for European Aerospace Industries With the increasing complexity of the environment, PLM has become a key enabler for aerospace industries. Outsourcing and risk sharing push stakeholders to become data architects. Harmonized PLM standards enable to master this challenge. Thomas Drehmel , Chairman for the EADS Standard Steering Committee for PLM, Eurocopter Germany
09.30-10.00	The Governance of Data Sustainment or “How do we replace our new PLM system” LOTAR is an international project developing standards for long term retention of product model data. Two developments are of particular significance to this conference: the development of LOTAR standards for the retention of PLM data and for Preservation Planning. Issues around PLM archive and accessing historical data as well as components of the solution will be discussed. Sean Barker , BAE SYSTEMS - Advanced Technology Centre UK
10.00-10.30	Break in the exhibition area
10.30-11.00	PLCS – what have 10 years taught us? This session, presented by the former PLCS Project Manager and NATO CALS Director, will provide a broader overview of PLCS as it passes its 10 th year since project initiation. What did it set out to achieve? How has it evolved? What does it teach for the future? John Dunford , Principal Consultant, Eurostep UK
11.30-12.00	Taking PLM to the Cloud The presentation will elaborate on the Architecture and Methodology used to implement PLM Cloud Computing and lists advantages, challenges and trade offs. The presentation will also talk about the possibility of having private clouds for PLM enterprises who would like to go to the cloud in a more controlled and secure fashion. It also compares the Cost Drivers in the Total Cost of Ownership (TCO) Analysis between hosted PLM and PLM as a service. Saif Momin , Tata Consultancy Services Seattle USA
12.00-13.00	Lunch in the exhibition area

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Day 2 – November 19

	Track 1	Track 2	Track 3
	PLM Systems Governance – Backbone and Product Data Anywhere	Systems Engineering	Enabling efficient Product Life Cycle Support through Standards
13.30-14.00	<p>PLM core system governance</p> <p>Developing and deploying a PLM core system at corporate level requires specific governance principles and methods. This paper aims at presenting and comparing PLM governance practices that Vinci Consulting has encountered on various Corporate PLM projects. It also proposes a return of experience on these practices and suggests principles that can be considered as enablers for an effective Corporate PLM governance: Corporate IT services catalogue, Service Level Agreement, Balanced scorecard (COBIT), Services Oriented Architecture, PLM data and services standards.</p> <p>Michael Maurino VinciConsulting—France</p>	<p>User-Oriented Development of Solution Approaches within Heterogeneous Environments - Multi-Disciplinary Requirement Management</p> <p>Current mechatronic product development is facing many challenges: shorter development -times, rising requirements, increasing complexity of products and within multidisciplinary and distributed teams. PLM is supposed to handle these challenges more efficiently. However, much of PLM are still in their infancy, (Integrated) Requirements Management is such an example. With this presentation the methodology and results of how to develop interdisciplinary solution approaches is shown on the example of Requirements Management.</p> <p>Michael Maletz , Virtual Vehicle Research Center - Austria</p>	<p>InPro and collaboration in Building Construction industry</p> <p>InPro - Open Information Environment for Knowledge-based Collaborative Processes throughout the Lifecycle of a Building. The project is an industry-led collaborative research project aiming at the early design phase of a building. It is part-funded by the European Commission under FP6. This presentation will present some results from the project.</p> <p>Claude Dumoulin, Bouygues Travaux Publics—France Patrick Houbaux, Eurostep - France</p>
14.00-14.30	<p>PLM Backbone for Innovation Chain Management</p> <p>Today companies must capitalize on their assets, integrate their system-maker partners in the Innovation process, and move to multi systems integrators". Product and Services architecture and System-Partners integration become part of the hot points, in a scope of the extended enterprise. The scope of PLM must be adapted to efficiently support the <i>Innovation Chain of the Enterprise</i>, moving "from a Product information Repository to a Product Development Backbone".</p> <p>Bruno Trebucq, Logica—France</p>	<p>Product Lifecycle Requirement Management (PLRM) – a through life information management challenge</p> <p>Increasing complexity and the need to reduce project risk is a driver for adoption of systematic requirements management in industry. The life cycle context requires a wide range of information, which go beyond the scope of traditional requirements management solutions. Furthermore, the information is used by many different stakeholders and applications so has to be readily accessible. Given the scale of information required and the need to effectively manage it, it becomes a complex problem. Advices on the PLRM are provided. A case study with lessons learned will be presented.</p> <p>Tom Strandberg, Syntell—Sweden</p>	<p>Using PLCS for effective Product Support</p> <p>How PLCS could be at the center of standards based Condition Based Maintenance (CBM) and Fleet Management.</p> <p>Eurostep</p>
14.30-15.00	<p>Product Data anywhere – making the impossible possible</p> <p>This presentation will challenge the case for enterprise wide deployment of traditional PLM systems. These large investments often fails for some very obvious reasons that will be discussed during the presentation. The presentation will also discuss how the problem of "Product data anywhere" can be solved by using alternative technologies in conjunction with traditional PLM solutions.</p> <p>Chris Jones, Actify - UK</p>	<p>Cost engineering enabled by PLM standards</p> <p>Estimating and managing the costs of a product across the lifecycle can be facilitated using PLM standards. The session will show how to extract product data information using standards and apply cost information to build predictive cost models that are consistent with the product definition across the lifecycle. Since this data comes from many sources, we will discuss governance mechanisms that can ensure that suppliers' proprietary information is protected and not misused.</p> <p>Charlie Stirk, CostVision Inc.— USA</p>	<p>Product Support Data Management</p> <p>- A common approach for Technical Documentation and Training based on Standards.</p> <p>Sylvia Schwab, Corena—Norway</p>
15.00-15.30	Break in the exhibition area		
15.30-15.45	<p>The PDT2009 challenge</p> <p>How will we see standards used from now on</p> <p>The way forward – panel discussion</p>		
15.45	Closing the conference		

Who will attend PDT Europe 2009?

PDT Europe is for managers, decision makers, program managers, implementers, developers, project engineers, scientists and all who are involved in developing and implementing technologies. PDT Europe 2009 is expected to attract 150 delegates from major engineering business sectors of Aerospace, Automotive, Building and Construction, Automotive, Defence, High-tech, Telecom, Ship Building, Power Generation, Pharmaceutical, Process & Plant Engineering and Manufacturing as well as from Research and Academia.

Conference Fees

Business delegate	995 EUR
Early Bird registration (last day Oct 23th)	840 EUR
Academic delegate	620 EUR
Welcome reception on Wednesday evening	free of charge
PDT dinner on Wednesday evening	45 EUR

To register, please go to www.pdteurope.com where payments by credit card are accepted. The organizer reserves the right to make changes to the program. VAT will be added to Swedish registrations and non-EU countries. All others within the European Union need to state VAT number.

Social Events – Welcome Reception and PDT dinner

The PDT Europe social events on Wednesday evening are intended for all to meet informally for networking and new contacts. All delegates, speakers, partners and guests are welcome. Social events include food and wine or non-alcoholic beverages, as well as transport where relevant.

Venue Location and Facilities

PDT Europe 2009 is located at the Palais des Congrès - Versailles - Paris, France.

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