

*This 'Call for abstracts' invites original contributions concerning any of the following specific or general topics, or other related material.*



**PDT** Europe  
2015

# **Call for abstracts**

Product Data Technology

**PDT Europe 2015**

**October 13-14 2015**  
**Stockholm, Sweden**

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## **PDT Europe 2015 theme**

### **The Perfect Storm for PLM - The Product Innovation Platform**

PDT Europe 2014 addressed "the PLM Platform of the Future." Attendees reacted with great interest to the concept of a Product Innovation Platform, as presented by CIMdata and Gartner. Most PLM software providers now talk about their offerings as platforms with new subscription-based delivery models and functionality that addresses emerging business requirements in this age of smart products, digital business, through life support and circular economy.

Much of what has been missing to realize the PLM vision is becoming available and as many key technologies are about to mature simultaneously this could well be the Perfect Storm for PLM. The Product Innovation Platform includes building blocks like Cloud, Mobile, Social, Big Data, IoT, Analytics, Standards and Systems-based approaches to defining, developing, delivering and supporting products. These are all important for the end-to-end data and process connectivity that is required to stay competitive. Also, roles outside of engineering increasingly need access to PLM content.

The key to success is openness. No single application or vendor can deliver all that is needed for the Product Innovation Platform to work across all of the business roles that will use it and across the supply chain. We will discuss what openness really means. What are the most important standards for PLM openness? And what else do we need for end users to gain control and maximize their return on PLM related investments over time.

PDT Europe 2015 looks to investigate and report on the status of the Product Innovation Platform and its components. What is it and how to use it short and long term. We will do so by using examples of what the industry is using today of the building blocks and planning to use. What are the trends 2015 that will deliver real value to PLM within the next 5 years? What are the critical PLM decisions you should take now or at least 2016? How to gain control and be proactive and less reactive? We will look into technology readiness and equally important, the organization and people readiness.

PDT Europe 2015 should help you to understand where to focus your PLM efforts for the next 3-5 years and to survive and thrive in the Perfect Storm.

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## **Conference topics and proposed contributions to PDT Europe 2015**

This "Call for abstracts" invites original contributions that in any way builds on what is described above. Presentation may target any of the following areas or a combination thereof:

- Business & ROI
- Technology & Standards
- Processes & Methodologies

### **Programme committee**

Peter Bilello, CIMdata, USA  
Frederic Feru, Airbus, France  
Sune Horkeby, Siemens Energy, Sweden  
Håkan Kårdén, Eurostep, Sweden  
Franck Ramaroson, Heme, Germany  
Nigel Shaw, Eurostep, UK  
Trond Zimmerman, Volvo AB, Sweden

### **Conference venue**

IVA Conference Center.  
Part of the Royal Swedish Academy of Engineering Sciences.

The PDT Europe 2015 conference will take place in Stockholm, Sweden  
October 13-14, 2015.

We expect a very good event with many interesting presentations, as we have had earlier years.

### **Key dates**

April 13	Call for abstract open
May 11	Abstracts due
June 15	Final programme published
Oct 12	Workshop: Standards for managing a product through life
Oct 13-14	PDT Main Conference

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<p><b>Abstracts should be sent to:</b></p> <p>Eurostep e-mail: <a href="mailto:pdtd@eurostep.com">pdtd@eurostep.com</a></p> <p>Due-May 11</p>	<p><b>If you have questions please contact conference management:</b></p> <p>Maria Härdig Project Manager PDT Europe e-mail: <a href="mailto:maria.hardig@eurostep.com">maria.hardig@eurostep.com</a> Phone: +46 (0)708-681 766</p>
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