The major European event within Product Data Technology

Venue:
Microsoft Campus
Reading, UK

PDT Europe is an annual event held in different European countries. Now in its 19th year, the PDT Europe 2010 is the networking event that brings together the leading practitioners.

PDT Europe offers two days of great presentations and tutorials!

Prof. Dr Knut Blind	**Håkan Sundell**	**Dr Marc Halpern**	**Peter Bilello**	**Dr Michael Grieves**
Berlin University of Technology Chair of Innnovation Economics Fraunhofer Institute for Open Communication Systems FOKUS Germany	Head of IM&T Shared Service BAE System GCS Sweden	Vice President Gartner Group USA	President CIMdata USA	Independent Consultant PLM and LEAN USA

PDT EUROPE 2010

Organizers:

eurostep   Microsoft®   CIMdata®

THE PLM event in 2010 for all those who want to know state of the art and best practice of standards based PLM

Theme 2010:

Standards based PLM for
Global Innovation and Collaboration

PDT 2010 will explore how standards such as STEP, PLCS and the recently completed STEP AP233 for Systems Engineering Data are impacting the implementation of next generation PLM systems. The efforts with PLM standards have shifted dramatically over the last few years from developing standards to implementation. Implementations include newer concepts like SOA and in addition provide means to address transformation/incorporation of legacy PLM systems.

Standards based PLM is no longer just for a small group of standards developers – it is in use at both strategic and tactical levels and covers the full life-cycle. It is now possible to gain control of your product data thanks to the open nature of the STEP standards. In addition implementations can benefit from mainstream office tools and infrastructure software like SharePoint aligning PLM more than ever to the corporate IS/IT infrastructure. Standards based PLM is for everyone and easy to use.

Above all attending PDT Europe 2010 will allow you to learn about business drivers, best practice and benefits with standards based PLM.

PDT Europe 2010 is for you - for you to be a leader in Global Innovation and Collaboration

Sponsors:

Agenda– PDT Europe 2010
Day 1 – November 16

08.30-09.00	**Registration for PDT Europe open**
09.00-10.00	**Introduction to Enterprise parts of STEP** **PLCS STEP AP239 and STEP AP233 Systems Engineering** PLCS (STEP AP239) and STEP AP233 are the result of recent development within ISO STEP. PLCS is already in use at several organizations. AP233 is more recent and will be sent to ISO soon for publication as a full International Standard. The standards can be used to specify and implement data exchange but they can also be used as specifications for an enterprise product data backbone. While PLCS covers information across the product's life cycle - from requirements to product support - AP233 is the solution to define an engineering database in support of an integrated development process. There is significant overlap between the two standards and this makes an even stronger case for a standards based PLM approach. This presentation will cover what is inside the standards and scenarios/cases how the standards are used. It will briefly touch upon some software and libraries available for implementers. *Nigel Shaw, Managing Director Eurostep Limited*
10.00- 10.30	**Using PLCS a summary of the PLCS implementers workshop from November 15** *Trine Hansen DNV, Scot Motquin US Army LOGSA and Nigel Shaw Eurostep*
10.30-10.45	**Break** **Registration for PDT Europe open**
10.45-11.00	**Opening of PDT Europe 2010** Welcome by the Organizers Introduction of exhibitors
11.00-11.45	**Using Standards in Transforming Logistics Network Enabled Capability (NEC)** Strategic partnership between the UK MOD and its major suppliers is an essential aspect of modern Supply Chain Logistics. Brigadier Alan Clacher's presentation will highlight the contractual and organization aspects needed to make that partnership work. He will then focus on the key role that a standards based architecture plays in establishing predictable and reusable interfaces between UK MOD and its partners. He will also update the conference on recent MOD developments in piloting standards based data exchange and his vision on how that will play a part in transforming Logistics NEC and driving down costs. *Brigadier Clacher leads the UK MOD team responsible for transforming Support Chain IT applications and processes and providing the Logistic component of the MOD's use of NEC. This also involves leading the team transitioning the support of Logistics IT Applications to a long term external Delivery Partner.*
11.45-13.15	**Lunch**

TUTORIALS

13.15-14.00	**Standards as an enabler for Innovation** This presentation will focus on standardisation as a catalyst for innovation. In Prof Knut Blind's research work it is shown that standards drive innovation in several areas. There is a relation between standardization, technology transfer and research. In addition intellectual property rights could be transferred into standards and last but not least the procurement process can be a valuable tool for rewarding and promoting use of standards. All of the above are highly relevant to standards in the context of PLM. *Prof Blind is an economist active in the fields of innovation economics and standardization. Since 2006 he is professor at the Technical University of Berlin, Chair for Innovation Economics. He was also awarded the Endowed Chair in Standardisation at the Rotterdam School of Management at the Erasmus University Rotterdam in 2008. In April 2010 he joined the Fraunhofer Institute of Open Communication Systems in Berlin.*
14.00-14.30	**Using PLCS to innovate products as well as services** Mr Håkan Sundell will his view on how standards such as PLCS can be used to innovate products as well as services. He will take us through a journey where standards based PLM solutions were initially introduced at GCS to support offset deals to their current use of PLCS supporting soldiers in peace keeping missions. The use of PLCS at BAE Systems GCS is an excellent example of business benefits gained by the implementation of PLM standards. *Mr Sundell is Head of IM&T Shared Services at BAE Systems GCS in Sweden.*
14.30-15.00	**PLM Standards in Aerospace and Defence - An industry approach to interoperability** Mr Howard Mason will introduce the common strategic planning process for interoperability standards now being used by the US Aerospace Industries Association (AIA), the AeroSpace and Defence Industries Association of Europe (ASD) and UKCeB in the UK. This focuses on clear definition of the business processes to be supported, which are then used to identify the appropriate components from an agreed toolbox of adopted standards. The process can also drive collaborative developments of any new solutions that may be required such as the new STEP Application Protocol for Mechanical Assemblies (AP242), currently under development by a consortium spanning the US, Europe and Japan, and the automotive and aerospace industries. *Mr Mason is responsible for information standards and engineering business solutions in the Corporate IT Office of BAE Systems. Amongst the many key positions he holds within the standard bodies are Cochair of the US aerospace industry Electronic Enterprise Integration Committee, Chairman of ISO TC184/SC 4 (which received the prestigious 2007 ISO Lawrence D. Eicher Leadership award for excellence in standardization) and chair of the Management Group for the MoU between ISO, IEC, ITU and UN/CEFACT with responsibility for coordination of Electronic Business standards worldwide.*
15.00-15.30	**Break in the Exhibition area**

	PLM standards for global innovation and collaboration - the analysts and independent consultants view
15.3016.00	**PLM, Innovation and Collaboration** Peter Bilello from CIMdata will present on the importance of PLM for Innovation and Collaboration. Where and how is Innovation and Collaboration supported by PLM enabling technologies? What has happened during the recession and are there any new trends emerging now that business is picking up. *Mr. Bilello has more than 22 years of experience in the development of information technology solutions for research, engineering, and manufacturing organizations worldwide. He has held various positions in Product Lifecycle Management strategic direction, analysis, selection, and implementation, CAD/CAM/CAE/CIM implementation, synchronous and lean manufacturing consulting, and software engineering. In June 2010 Peter Bilello was named President of CIMdata.*
16.00-16.30	**Enterprise Integration with PLM – Dr Michael Grieves** PLM is increasingly identified as a key integration approach to accomplish engineering tasks today and in the future. Where engineers once used slide rules and paper drawings for design, today's workforce has the benefit of powerful electronics equipped with sophisticated mathematical computing capabilities, robust computer aided design programs, and realistic three-dimensional models in their portfolio of tools. The amount of data to be created, managed, and used throughout the lifecycle of a product is ever increasing. Requirements for collaboration across organizations are adding to the pressure of implementing PLM in a LEAN way, while enabling innovation in products, processes, and practices. *Dr. Michael Grieves has authored several books and numerous papers on the topic of PLM and LEAN. Dr Grieves is affiliated with a number of universities in the US. He works with PLM users and suppliers to organizations such as NASA, Department of Defense, Ford, and Toyota on PLM strategies and implementations.*
16.30-17.00	**Insights on best practices and opportunities with PLM** Dr. Marc Halpern will present Best Practices for Deploying Product Lifecycle Management Software and Practice. Based on discussions with manufacturers as well as surveys, all done since January 2009, Gartner will present insights on best practices and opportunities with PLM, for deployment and support for agile business. *Dr. Marc Halpern Vice President, Research Manufacturing Advisory Services Engineering, R&D, Product Lifecycle Management at Gartner.*
17.00-17.30	**Panel discussion with previous speakers.**
17.30-19.00	**Socializing - Welcome Reception in exhibition area**
20.00	**Socializing - PDT Dinner**

Agenda– PDT Europe 2010
Day 2 – November 17

09.00-09.15	**Opening of day 2**
09.15-09.45	**Microsoft a Platform for the Future- Supporting PLM and Beyond** With technology for collaboration Microsoft is a key supplier of technology for innovation. In this presentation we will hear about the Microsoft strategy for PLM and Innovation as well as current and future technologies that will enable efficient collaboration for industries implementing PLM. *Neil Marley, Microsoft* *Simon Floyd, Microsoft*
09.45-10.30	**Using PLCS to contract for high quality product data exchange, some challenges, successes and opportunities** During this presentation we will hear from one very important stakeholder, US Army Logistics Support Activity (LOGSA) about recent development to design data exchange specifications based on PLCS. These will be made public and used for data exchange within the supply chain of US Army and elsewhere. US Army LOGSA is also engaged in establishing a PLCS Implementers Forum to drive the adoption of PLCS mainly within the IT vendor community. In addition to the LOGSA view we will hear from DNV on the topic "Verification of Product Data". As the only classification and certification body, DNV has participated in the development of the PLCS standard from its very beginning. *The joint presentation is given by* *Jim Colson, US Army LOGSA and Trine Hansen, DNV*
10.30-11.00	**Break in the Exhibition area**
11.00-11.30	**STEP in the USA – an update from PDES Inc** PDES Inc, is a consortium with mainly US organizations driving the implementation of STEP. They have recently published the plan for the coming two years. The highlights from this plan will be presented. *Charlie Stirk is the President of Costvision, a member company of PDES Inc. He is also Chairman of the Technical Advisory Committee (TAC) of PDES Inc.*

11.30-12.00	**Master Data Management outside of SAP – Standards based MDM for PLM** The Master Data movement has seen massive investments for some years, triggered by Y2k and the success of SAP. However, organizations with a need for PLM have realized that the master data held in SAP is not enough. As digital PLM models are becoming more "intelligent" a typical ERP system can only deal with complex information in documents – the intelligence is lost! This presentation introduces a PLCS based repository to manage PLM master data. *Torbjörn Holm, Eurostep* *Mr Holm has more than 30 years experience from specifications and implementations of standards based product models and PLM. He is a member of the Project Planning Committee of ISO TC184 SC4 (STEP). He is one of the founders of Eurostep.*
12.00-13.30	**Lunch**

PLM Standards – industry track

13.30-14.00	**Standards based collaboration in the energy sector – a report from the OPENPROD project** The energy sector is a sector with a complex operating model. Environmental requirements, pace of technology development, complex products and cost and time pressure all challenge the current way of doing business and requires a framework open to innovation at a new level. Multi-disciplinary, advanced and lean engineering, simulation and collaboration are needed. So is the management and traceability of requirements. The OPENPROD/ITEA2 Project is developing model based solutions for those areas and the background and status of this project will be presented by Siemens, one of the members of this consortium. *Sune Horkeby, Technology & Innovation R&D Industrial Turbines, Siemens OPENPROD/ITEA2 Project Coordinator*
14.00-14.30	**A Functionally Oriented Vessel Product Model Used as Basis for Classification - operating a large scale and business critical product model for collaboration.** The product model has been developed for use as basis for DNV's (Det Norske Veritas) maritime classification activities. DNV is one of the world's leading classification bodies. The product model covers all vessel types covered by DNV's classification activities, i.g. ships, light crafts and mobile offshore units. The product model is used in all phases of a vessel's life cycle. The product model includes a generic data model highly inspired by ISO 10303 STEP and also a reference data library based on ISO 15926. DNV will share its experiences with implementing, maintaining, operating a business critical product model and also business benefits gained so far. *Vidar Vindøy, DNV*

14.30-15.00	**Product data standards transforming the Building Construction Industry – a report from the InPro project**
	The main objective of InPro has been to develop and establish a model-based, collaborative way of working. By systematically studying alternative solutions in early design phases, errors can be avoided, lifecycle costs cut, and the building process significantly facilitated. With 19 partners from eight European countries and a budget of 13 million Euro over four years, InPro has been one of Europe's largest collaborative projects in construction-related research and development. The project has been led by five large European construction contractors amongst them Bouygues Travaux Publics.
	Claude Dumoulin, Bouygues Travaux Publics
15.30-16.00	**Integrating Modeling & Simulation with Product Lifecycle Management**
	This presentation elaborates the challenges to properly relate modeling and simulation of product performance with the evolving product definition and considers how emerging standards might be a strategic enabler for the step changes necessary to integrate all these aspects in a collaborative system-engineering based product development process.
	Steve Allwright *Head of Simulation Projects at Airbus*
	This team is responsible to lead strategic projects contributing to step change in Airbus product development capability. Steve's career spans 30+ years in Airbus and BAE SYSTEMS companies. After his early career developing Aerodynamic simulation capabilities he launched the knowledge based engineering initiatives in Airbus UK that contributed strongly to the design optimisation and detailed design definition programme for A380 Wing. His team now has centre's in Toulouse and Filton, and they currently lead the CRESCENDO European Research Project as well as internal projects with transversal impacts across Airbus Engineering.
16.00-16.10	**Summary – closing the conference**

The organizer reserves the right to make changes to the program.

Who will attend PDT Europe 2010?

PDT Europe is for managers, decision makers, program managers, implementers, developers, project engineers, scientists and all who are involved in developing and implementing PLM. PDT Europe 2010 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 21th)	840 EUR
Academic delegate	295 EUR
Welcome reception on Tuesday evening	free of charge
PDT dinner on Tuesday evening	45 EUR

Social Events –
Welcome Reception and PDT dinner

The PDT Europe social events on Tuesday evening are intended for all to meet informally for networking and new contacts. All delegates, speakers, partners and guests are welcome.

If you have any questions about PDT Europe, please contact:
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We look forward to seeing you in Reading, UK!

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