

Conference programme

**November 9-10, 2016**  
**Paris, France**

PDT Europe - two days of great presentations and meetings!

The major European event within Product Data Technology

**PDT Europe 2016: PLM challenge –  
Investing for the future while managing  
product data legacy and obsolescence**

Co-located  
with  
CIMdata's  
PLM Road Map 2016  
for the Aerospace &  
Defense Community  
November 8  
2016



**eurostep**

**CIMdata**

# Welcome to PDT Europe 2016

## **Theme 2016: PLM challenge – Investing for the future while managing product data legacy and obsolescence**

The opportunities with new technologies seem endless! But the legacy often holds us back from capitalizing on those opportunities as we need to spend too much time and effort dealing with obsolescence.

For product OEMs and suppliers it is increasingly important to build upon existing product content to create their future. We must be able to add value through forward looking activities, with minimum constraints of legacy IT infrastructure and software. This is particularly true for asset-intensive industries like aerospace, automotive, defence, high-tech, energy, building and infrastructure. The growth of networked communities needed to support product evolution and lifecycles increases the challenges. Enterprises need to make data usable not just inside an organization but for entire value networks.

Newcomers in any industry do not carry the burden of legacy and the related costs. This lack of legacy gives them greater opportunity to be disruptive than established enterprises. Successful enterprises will master their future but also know their way to navigate obsolescence and leverage legacy to competitive advantage.

Platform, foundation, architecture, change, engagement, people, process, certification, services, interfaces, networks, sharing and obsolescence management – are all important for PLM. So is openness and standards “Successful companies compete with content, not interfaces and data formats”. Another issue discussed at PDT Europe 2015 and that impacts an organization’s PLM roadmap is: “Who actually owns your product data”.

PDT Europe 2016 will look into PLM future including all the promising technologies as well as legacy management. We will discuss the roles of users, vendors and services companies involved with PLM.

*PDT Europe 2016 is about sharing ideas and experience on the theme:*

*PLM challenge – Investing for the future while managing product data legacy and obsolescence.*

**We look forward to seeing you in Paris, France!**

Peter Bilello, CIMdata, USA

Frederic Feru, Airbus, France

Sune Horkeby, Siemens Energy, Sweden

Håkan Kårdén, Eurostep, Sweden

Franck Ramarosan, Heme, Germany

Nigel Shaw, Eurostep, UK

Trond Zimmerman, Volvo AB, Sweden

*Programme committee for PDT Europe 2016.*

# Agenda PDT Europe 2016 | Day 1 - November 9

08.00-08.45	<b>Registration for PDT Europe 2016 open</b>
08.45-09.00	<b>Opening of PDT Europe 2016</b> Welcome by the Organizers - Introduction of sponsors
	<b>Changing business, competing for the future while protecting the past.</b> <b>The need to review and change IT strategies and PLM.</b>
09.00-09.45	<b>Issues and Remedies for PLM Obsolescence</b> CIMdata research shows that industrial organizations often struggle with PLM solution obsolescence—often resulting in lost data and/or the need to spend a significant amount of money to manage the risk, maintenance, and upgrade of legacy environments. PLM solution providers must improve their solution interfaces so they can plug and play in platforms, but still maintain differentiated capabilities within their solutions. This and other important PLM solution obsolescence topics will be addressed during this presentation. <b>Peter Bilello, President</b> <b>CIMdata, USA</b>
09.45-10.30	<b>More custom products demand new IT strategies and new PLM applications</b> Demand for more configurable and customized products increases prototyping and product costs, elevates the needs for requirements management and systems engineering, and lengthens lead times across supply chains with demand for a greater variety of parts and materials in smaller lot sizes. This presentation analyzes these trends, and the IT strategies and opportunities to successfully address this challenge. <b>Marc Halpern, Vice President, Research, Manufacturing Advisory Services</b> <b>Gartner, USA</b>
10.30-11.00	<b>Break in the exhibition area</b>
	<b>Example of standards in use bridging present and future.</b>
11.00-11.30	<b>The success story of JT</b> In the last ten years JT-format became more and more an important role in the industrial engineering IT landscape. This is not only the success of the format itself but also driven by additional aspects: Openness, international forums and benchmarks. This presentation will describe the main fields of usage, the opportunity for a cost effective management of legacy data and obsolescence. It will also describe plans ahead. <b>Alfred Katzenbach</b> <b>Katzenbach Executive Consulting, Germany</b>
11.30-12.00	<b>Use of STEP AP242 by the European Aerospace and Defence industries for 3D Design model based interoperability</b> New aerospace projects are based on the 3D model based design and manufacturing principles; they aim at suppressing the use of 2D drawing and ensuring downstream communication of 3D design models towards 3D Numerical Control (NC) machining and 3D NC inspection processes. These projects require also close upstream integration with requirement management systems, with multi-disciplinary simulations, and are based on a strong integration with the supply chain, The presentation will give an overview of STEP AP242 and conclude with the overview of the suite of STEP standards, covering Engineering, Manufacturing and Support, of their relationships with other standards, and by the recommendation of use of STEP AP242 by the ASD Strategic Standardization Group (SSG). <b>Jean-Yves DELAUNAY, Product and process Information Interoperability, Engineering Methods and Tools,</b> <b>AIRBUS</b>

12.00-12.30	<p><b>PLCS Standards based interoperability in PLM – the why and how of a pragmatic approach</b></p> <p>PLCS was designed as a standard to cover a product’s complete life cycle including the domains of definitions and real things. The usage has evolved over the years and it is now applied at several defence organizations, both at MOD side and industry. This uptake is partly driven by the need to define information required by DEXes as part of contracts. The possibilities to support several views across a product’s life in an integrated manner and share information between PLM/ERP and MRO systems has also meant an increase in the interest for PLCS based functionality in other industries than defence. This presentation will, on a high level, give the basis of PLCS and its use in different industries. It will highlight the key concepts of PLCS and look into future development.</p> <p><b>Nigel Shaw, Managing Director Eurostep Limited, UK</b></p>
12.30-14.00	<p><b>LUNCH</b></p>
	<p><b>End user stories: Moving forward in complex organizations towards interoperability and openness.</b></p>
14.00-14.30	<p><b>Industry Case 1: Interoperability and openness for improved competitiveness in the automotive industry.</b></p> <p>Renault Group is a global automotive company on a constant quest to improve competitiveness. Automotive OEMs have since long time used extensive supply chains where they have established ways of exchanging data. But today there is increasing collaboration between OEMs using different processes and IT systems. Renault Group have identified several actions to improve CAD/PDM data exchange between internal consumers as well as improving sharing and exchange with external partners.</p> <p><b>Eric Delaporte, PLM Manager Renault Group, France</b></p>
14.30-15.00	<p><b>Industry Case 2: Update and planned use of the PLCS and S3000L standards</b></p> <p>French MoD is a leader in the implementation of STANAG 4661 (PLCS). This presentation will provide the update on the MAPS project and status of implementations. Business benefits will be discussed. The plans for adoption of the recent ASD S3000L specification will also be covered.</p> <p><b>Sebastien Olivier, ILS Advisor DGA, France</b></p>
15.00-15.30	<p><b>Industry Case 3: Collaboration for public safety and national security</b></p> <p>The safety situation in society calls out for increased collaboration between all authorities involved and actors in charge of assets potentially under threats. Besides being under threats the same assets can also be used as weapons against society for instance if they involve chemicals. A major issue is how to get a more rapid value from research and innovation in European RTD projects like Horizon 2020 as many promising solutions are coming out of these. These results must be made available and understood by authorities who set the rules and own the national and international security resources. A better collaboration between all involved is needed. This presentation will elaborate how collaborative methods and technologies used in industry could enhance administrative efficiency of processes aimed at taking care of the societal security, in particular for securing timely application of research and development results for intended use.</p> <p><b>Juha Rautjärvi, Mikkeli Development Miksei Ltd, Finland</b></p>
15.30-16.00	<p><b>Break in the exhibition area</b></p>

	<b>Designing a future for digitalization, automation, customization and controlled cost of ownership</b>
16.00-16.30	<p><b>Applying modularization to products and PLM platforms</b></p> <p>Modularization is highly beneficial to the life cycle cost and revenue of any product or system and the same applies to information systems. Future PLM need to bridge the silos from traditional functional areas such as R&amp;D, Supply Chain/Logistics and Marketing/Sales. But future PLM is not one big system doing it all. A holistic, modularized approach is needed. By applying modularization you are in control and able replace IT systems if needed and obsolescence will be tackled with better control. This presentation will also briefly describe the value that modularization brings to deliver PLM solutions for the circular economy.</p> <p><b>Jakob Åsell, Partner</b> <b>Modular Management, Sweden</b></p>
16.30-17.00	<p><b>The importance of accurate data: ACT NOW!</b></p> <p>To remain competitive against low-cost countries, companies need to simplify and automate processes where no value is added. Automation and end-to-end connectivity require accurate data to deliver the unique benefits. The challenge: becoming a digital enterprise is a business transformation, not evolution. In this session, Jos Voskuil will discuss the concept how to become a digital enterprise and how you can start even now to smoothen and speed up this digital business transformation.</p> <p><b>Jos Voskuil, Blogger</b> <b>TacIT, The Netherlands</b></p>
17.00-17.45	<b>Panel discussion</b>
17.45-18.30	<b>Socializing - Welcome reception in exhibition area</b>
19.00	<b>Socializing – PDT Dinner</b>

# Agenda PDT Europe 2016 | Day 2 — November 10

08.45-09.00	<b>Opening day 2</b>
	<b>Two giants – many systems – interoperability and openness</b>
09.00-09.45	<p><b>Digital Transformation through an e2e PLM backbone</b></p> <p>The Aerospace industry is facing the dual challenge to bring safe and long-lasting technology platforms in particular for the airframe while and the same time bring innovation and fast technology changes in areas such as cabin and cockpit. This challenge also reflects into the PLM environment where there is a need to build an obsolescence resilient PLM platform capable to retain the product data well over 50 years while at the same time allow new the introductions of new technologies such as big data analytics, augmented reality and 3-D printing just to mention a few.</p> <p>The presentation will discuss the challenge above and present potential solutions and architectural patterns to address the challenge.</p> <p><b>Anders Romare, VP Engineering Solutions Airbus, France</b></p>
09.45-10.30	<p><b>The strategic importance of data standards to Boeing Commercial Airplanes</b></p> <p>As a multi-billion dollar global presence in commercial aviation, defense and space, Boeing designs, deploys and maintains some of the most complex equipment ever built. With each new product offering, a new set of business challenges must be overcome and opportunities captured. To enable this, Boeing has historically implemented large suites of diverse applications and capabilities while retaining the integration role between applications resulting in tightly coupled systems that are now difficult to modernize and adapt to future business scenarios. As Boeing looks to the future, new technologies and a new approach reveals itself with Service Oriented Architecture. Uncoupling system integrations through federated services offers an approach to future proofing technology implementations. Additionally, the structure and context of data takes on new importance for both Boeing and the supply chain that supports it.</p> <p>This talk will share the strategic importance of data standards to Boeing Commercial Airplanes and the steps Boeing is taking to promote data standards in Aerospace and Defense. Boeing will share its focus on key interoperability standards and the challenges the industry faces in this space.</p> <p><b>Brian Chiesi, Director of Business Capability Integration Boeing Commercial Airplanes, USA</b></p>
10.30-11.00	<b>Break in the exhibition area</b>
	<b>Changing Business</b>
11.00-11.30	<p><b>The impact of Digital Transformation in the Manufacturing Enterprise</b></p> <p>Traditional Enterprises are transforming into digital businesses, developing smart connected products and monetizing them through new services. The use of cloud based technologies together with internet connectivity has been an incredible facilitator to date, however the industry is focused predominately on remote monitoring and predictive analytics for customer service and maintenance. An untapped opportunity exists earlier in the product lifecycle from design to manufacturing where the impact of innovation is significant and substantial.</p> <p>This presentation will discuss the impact of digital transformation in the Enterprise and how the cloud plus product driven data can accelerate innovation and increase the use of modern manufacturing methods such as 3D printing.</p> <p><b>Simon Floyd, Director, Innovation and Product Lifecycle Management Solutions Microsoft, USA</b></p>
11.30-12.00	<p><b>Panel discussion: Is "Silicon Valley", startups and crowd funding threatening all established businesses?</b></p> <p>When is history and legacy an asset and barriers of entry and when does it become a burden and an invitation to future competitors?</p>
12.00-13.30	<b>LUNCH</b>

## Parallel tracks

	Standards and Interoperability targeting early life cycle phases	Standards and Interoperability targeting late life cycle phases	Creating and managing information quality
13.30-14.00	<p><b>AP242 and JT Standards Assessment: a focus on management of GD&amp;T and PMI</b></p> <p>The presentation deals with the assessment of new standards for exchange of CAx data such JT or STEP AP242. Regarding the geometric data it has been validated that both standards reach a satisfying maturity of data translation. Now the challenges should be considered on additional information embedded in the 3D model such as GD&amp;T and PMI.</p> <p><b>Benoît Eynard, Chairman of AIP-PRIMECA Academic group on Factories of the Future. French Society of Mechanical Engineering</b></p>	<p><b>PLCS supporting multiple BOMs and downstream/upstream information integration</b></p> <p>Multiple view bill of material (multiview BOM) (e.g. eBoM, mBoM, sBoM) remain a hot topic. The different views are derived from a process viewpoint with a specific discipline in mind. To meet the goal of the modern enterprise it is key that these BOMs are aligned. If not, we are not getting the end to end support needed for efficient business and we will miss out of the opportunity to use IoT and feedback data to improve design and manufacturing. This presentation will to some detail demonstrate the core concepts of PLCS and how BOM support across different life cycle stages is made possible within the same information model.</p> <p><b>Rob Bodington, Principal Consultant Eurostep Limited, UK</b></p>	<p><b>ISO 8000: An ISO framework for Data and Information Quality Management</b></p> <p>How can ISO 8000 help your company to ensure the quality of their data in their business process and decisions process inside your company and with your partners. This presentation will present the objectives and capabilities of the ISO 8000 framework in the ever growing interconnected extended enterprises.</p> <p><b>Jean Brange , R&amp;D Director, Boost<sup>2</sup>, France</b></p>
14.00-14.30	<p><b>Preparation of the use of STEP AP209 by the European A&amp;D industries for multi-disciplinary simulation interoperability and long term archiving</b></p> <p>Due to the increasing collaboration with risk sharing partners, and the need to communicate between engineering domains to enable multi-disciplinary simulation, CAE interoperability based on open standards becomes increasingly important. This presentation will focus on ISO STEP AP209 ed2 "Multidisciplinary Analysis and Design".</p> <p>At European level, ASD Strategic Standardization Group (SSG) has identified AP209 as a candidate standard for adoption. At international level, LOTAR Engineering Analysis and Simulation Working Group (EAS WG) bases the EN/NAS standards on development of STEP AP209 edition 2.</p> <p><b>Albert LEVY, CIMPA on behalf of AIRBUS Operations SAS European co-leader of the LOTAR International "Engineering Analysis and Simulation" WG</b></p>	<p><b>The S3000L standard for Logistic Support Analysis (LSA), business drivers and implementation</b></p> <p>To ensure optimum availability against the minimum costs of technically complex and long-living products, it is essential to identify the required resources and create a proper product support environment. LSA activities cover a wide range of technical and logistic analyses associated with complex data structuration. This presentation is about how S3000L drives a new vision for implementation of LSA in IT systems and its relations to the ISO Standard AP239, PLCS.</p> <p><b>Stéphane MICHEL, Through-Life Support Technical Manager, LGM, France</b></p>	<p><b>A framework used to bridge between the language of business and PLCS</b></p> <p>Automation will require data quality. The right level of quality is to be defined by users and business people as it should map with business objects in use at an organization. This level however might not be sufficient for automation.</p> <p>This presentation will describe and demonstrate the use of a technology called soft typing to design a configurable level at the business object level while also taking into account the details in the PLCS model. By using soft typing and REST, APIs and GUIs can be generated dynamically bridging business needs and data base level.</p> <p><b>Magnus Färneland, Director Software Products Eurostep, Sweden</b></p>

14.30-15.00	<p><b>The SAVI project – multidisciplinary collaboration</b></p> <p>The System Architecture Virtual Integration (SAVI "savvy") Program is a collaboration between aerospace system development stakeholders whose goal is to lower development costs of complex aerospace systems by enabling model-driven virtual integration of complex systems across multiple development environments. A primary objective of the SAVI project is to facilitate early identification of system integration issues. This means dealing with the diversity of models in use, different types prepared using different tools across multiple enterprises. The presentation will cover the example model sets being used, the management of models and the application of consistency checks.</p> <p><b>Greg Pollari, Principal Engineer Rockwell Collins, USA</b></p>	<p><b>The ResCoM platform for multi life cycle support and Circular Economy</b></p> <p>Circular Economy has been included in the agenda of the 3 most recent PDT Europe conferences. Circular Economy is getting more and more traction but there is a need for methods and tools in the design process.</p> <p>The ResCoM project is about to deliver methods and tools to help design engineers in the process of design for multiple life cycles. Industry is engaged in testing and verifying the ResCoM platform.</p> <p>This presentation contains an update of the project and a demonstration of the platform based on the PLCS standard.</p> <p><b>Michael Lieder Royal Institute of Technology, Sweden</b></p>	<p><b>Discussion on data quality: How do we improve the quality of engineering data?</b></p> <p>How do we agree what good enough data quality is when information are used across disciplines?</p> <p>How can we deal with legacy data and improve quality as needed?</p> <p>How do we secure data quality in the processes we use today?</p> <p>Relation - Tools, processes and people?</p> <p>What is the role of big data and IoT</p> <p><b>Moderator: Jos Voskuil, TacIT The Netherlands</b></p>
15.00-15.30	<b>Break in the exhibition area</b>		
15.30-16.00	<p><b>The Internet of Things – What does it mean for PLM?</b></p> <p>Do any of the following statements sound a little too familiar?</p> <ul style="list-style-type: none"> <li>- The general hype around IoT is focused upon big data analytics, yet little is said regarding the business applications.</li> <li>- Product design to account for IoT is hurrying to catch up – creating connected products, yet is lagging behind the demand.</li> <li>- Existing PLM installations may need to revisit the Bill of Information to support IoT.</li> <li>- IoT has already become real while corporate processes are catching up.</li> </ul> <p>Security and privacy are unresolved issues for much of IoT.</p> <p>The Internet of things (IoT) is a growing buzz word. It is very real however, and it is bringing new challenges and new opportunities to product development. A variety of IoT use cases will be covered, along with a discussion of what the ramifications are on managing the product vs managing the information from the product.</p> <p><b>Peter Bilello, President CIMdata, USA</b></p>		
16.00-16.30	<p><b>Skillfully navigate shifts in the IT landscape or lose control of product content</b></p> <p>Changes to the nature of products and business models impacts the rules of managing product content. For example, mass customization, products as services, and subscription licensing models for PLM software change the rules. This presentation will analyze these and other trends and offer strategic advice.</p> <p><b>Marc Halpern, Vice President, Research, Manufacturing Advisory Services Gartner, USA</b></p>		
16.30	<b>Closing PDT Europe 2016</b>		



## Conference Fees

<b>PLM RM 2016 and PDT Europe 2016</b> November 8, 9, 10	1 495 EUR
<b>PDT Europe 2016</b> November 9, 10	1 200 EUR
<b>PDT Europe 2016 Academic</b>	395 EUR
<b>PDT Dinner</b> Evening November 9	70 EUR

PDT Europe is a highly regarded conference in the area of product data technologies and by many regarded as one of the most important. It is an excellent opportunity to learn from others, share your ideas, and to discuss with likeminded.

The mix of great presentations and open and friendly atmosphere has over the years become a landmark of PDT Europe.



# PDT Europe 2016



**If you have any questions about PDT Europe, please contact:**

Maria Härdig  
maria.hardig@eurostep.com  
+46 (0)708-681 766  
www.pdteurope.com