

PDT Europe 2017

**October 18 –19, 2017 Gothenburg, Sweden
Clarion Hotel Post**

Co-located with CIMdata's PLM Road Map 2017 October 17

THEME PDT EUROPE 2017:
Continuous transformation of PLM
to support the Lifecycle Model-Based Enterprise

TWO DAYS OF GREAT PRESENTATIONS AND MEETINGS!

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of product data technologies.

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with an open and friendly atmosphere
has over the years become a landmark of PDT Europe.

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WELCOME TO PDT EUROPE 2017

Theme 2017: Continuous transformation of PLM to support the Lifecycle Model-Based Enterprise.

Products are becoming systems with increased complexity. This development is driving the take up model based enterprise (MBE) approaches. These include digital twin, digital thread, digital enterprise and Industrial Internet of Things (IIoT), all of which need to work together.

This means increased interoperability, democratization and collaboration.

Everything and everyone is connected. Data must be reused across the systems lifecycle and business networks and this calls for a broad definition of MBE.

MBE is cross discipline and cross organization. Much more than 3D CAD, it includes processes up-stream, as well as down-stream of CAD.

In parallel, the competitive landscape is changing at an unprecedented pace with pressure on lead times, quality and cost. Competition, globalization, joint ventures, mergers & acquisitions force organizations to transform to survive. MBE must be implemented for agile processes and change.

PDT Europe 2017 will look into strategies, tactics and implementations moving towards MBE, anticipated and realized business benefits.

We look forward to seeing you in Gothenburg, Sweden!

Peter Bilello, CIMdata, USA

Frederic Feru, Airbus, France

Jos Voskuil, TacIT, Netherlands

Håkan Kårdén, Eurostep, Sweden

Nigel Shaw, Eurostep, UK

Trond Zimmerman, Volvo AB, Sweden

Programme committee for PDT Europe 2017.

Agenda PDT Europe 2017 | Day 1 - October 18

08.15-08.45	Registration for PDT Europe 2017 open
08.45-09.00	Opening of PDT Europe 2017 Welcome by the Organizers - Introduction of sponsors
	Continuous transformation of PLM to support the Lifecycle Model-Based Enterprise
09.00-09.45	<p>Digitalization, Model-based X, PLM & the Digital Thread: Where do we go from here?</p> <p>Product lifecycle management (PLM), Model-Based Engineering (MBE), Model-Based Enterprise (MBE), Model-Based Systems Engineering (MBSE), Model-Based Design (MBD), Model-Based Definition (MBD), etc. The alphabet soup of acronyms being used in industry today to define the digitalization of product related processes throughout the lifecycle is confusing and becoming counterproductive as industries move towards the adoption of model-centric processes. This presentation will attempt to highlight the differences and overlap of these current different viewpoints and discuss the challenges and standards-related opportunities to achieve the “digital thread” vision based on industry’s PLM requirements and associated use cases.</p> <p>Peter Bilello, President CIMdata, USA</p>
09.45-10.30	<p>Busting the Myth of Digital Twins and Planning Them Realistically</p> <p>Digital twins have reached the peak of hype! Indeed, the vision is compelling enough that manufacturers and constructors should be carefully considering the investment – and the investment will be substantial. This presentations shares a practical approach to planning and executing such an initiative to minimize the risks.</p> <p>Marc Halpern, Vice President, Research, Manufacturing Advisory Services Gartner, USA</p>
10.30-11.00	BREAK IN THE EXHIBITION AREA
	Industries investing in the Lifecycle Model-Based Enterprise
11.00-11.30	<p>The need for interoperability and open standards in the Architecture Engineering Construction (AEC) industry – how to integrate BIM and GIS with a life cycle view</p> <p>BIM (Building Information Modelling) is targeting the use of models replacing or complementary to drawings, documents and file based information. The overall business case is compelling but the AEC industry is slow to move.</p> <p>With recent digitalization in AEC the move towards smart planning, design, construction and operation is within reach. All these processes need to take into account the whole life cycle related to the Digital Twin as well as the Digital Thread.</p> <p>The presentation “BIM and GIS standardisation and implementation in Sweden with a through life perspective” looks at the current state in Sweden regarding BIM and GIS over the life cycles of planning and building construction processes for the built environment. The presentation includes work on a test bed platform for the Swedish construction industry.</p> <p>Väino Tarandi, Professor in IT in Construction KTH, the Royal Institute of Technology, Sweden</p>

11.30-12.00	<p>Automotive industry</p> <p>TBD</p>
12.00-12.30	<p>Transforming IT in Defence with society as one of many stakeholders</p> <p>IT systems at Swedish Defence play a vital role if the defence of Sweden. IT systems have to be responsive, agile and supporting the mission of saving lives. At the same time they need to be secure, meeting the increasing volumes of cyber threats. In this presentation, Rebecca Ihrfors, CIO at FMV, will describe challenges and rewards from a holistic perspective with developing this IT support in times more demanding than ever.</p> <p>Rebecca Ihrfors, CIO Swedish Defence Materiel Administration (FMV), Sweden</p>
12.30-14.00	LUNCH
	<p>End user stories: Moving forward in complex organizations towards interoperability and openness</p>
14.00-14.30	<p>Industry Case 1</p> <p>TBD</p>
14.30-15.00	<p>A capability based enterprise architecture unlocks the value of the Model Based Enterprise</p> <p>The Model Based Enterprise, coupled with concepts like Digital Thread and Digital Twin, is all the rage with industry leading industrial companies and particularly with software providers looking to capitalize on the excitement. Yet, how many are actually structured to take advantage of the opportunity?</p> <p>Legacy implementations, existing product lines, contradictory best practices and organizational culture all stand in the way of fully appreciating the potential of model based enterprise. To combat this inertia, Boeing is undertaking an approach to implement model based through a capability driven enterprise architecture. In this talk, we will examine the capability driven approach and its implications to model based enterprise realization.</p> <p>Kenny Swope, Senior Manager, Business Capability Integration Boeing, USA</p>
15.00-15.30	<p>Managing Installed Base to Unlock Service Opportunities</p> <p>Outotec delivers complete plants and equipment which have decades of use life. Whilst the company is delivering several plants fully engineered in-house, there are still occasions when they are engineered by others, contracted by the owner/operator, and will contain some key technologies and equipment from Outotec. Furthermore, there is a long and wide legacy; thousands of processing plants where the information is not existing or is incomplete and unstructured.</p> <p>In order to engage and serve the customers better, and drive business growth from digital assets, Outotec is embarking on a journey of modeling the Installed Base. It will consist of Plants, Plant Units and Equipment, containing multiple layers of data, systems, connected processes and people.</p> <p>This presentation will describe the efforts and challenges with gathering data on-site, assessing and validating it, combining it with existing engineering and transactional data, and enriching it into a Digital Twin of the plant.</p> <p>Sami Grönstrand, VP Operations & Processes Outotec, Finland</p>
15.30-16.00	BREAK IN THE EXHIBITION AREA

	Designing a future for lifecycle management
16.00-16.30	<p>System Lifecycle Management as a bimodal IT approach</p> <p>The complexity of a todays PLM strategy is already very high, and the suggested increase in the complexity of cybertronic product and production systems will continue to accelerate. Traceability across the product lifecycle, the disciplines and the supply chain must be ensured at all times in order to manage this complexity. As an extension of PLM, system lifecycle management (SysLM) is the next step.</p> <p>SysLM is the engineering backbone concept for product development and lifecycle management in the context of the Industrial Internet and for integrated and interdisciplinary Model Based Systems Engineering (MBSE), product line engineering, and service lifecycle engineering.</p> <p>Martin Eigner University of Kaiserslautern, Germany</p>
16.30-17.00	<p>Why PLCS is a good fit for the MBE and the MBEE (Model Based <u>Extended</u> Enterprise) and Systems Lifecycle Management</p> <p>Nigel Shaw, Managing Director Eurostep Limited, UK</p>
17.00-17.45	Panel discussion
17.45-18.30	Socializing - Welcome reception in exhibition area
19.00	Socializing – PDT Dinner

Agenda PDT Europe 2017 | Day 2 — October 19

08.45-09.00	OPENING DAY 2
	Continuous transformation of PLM to support the Lifecycle Model-Based Enterprise
09.00-09.45	End user story TBA
09.45-10.30	<p>Closing the life cycle loop</p> <p>The Digital Thread needs to move away from the linear notion and represent the circular way of viewing products and systems. This means more agility and flexibility supporting today's business environments but also requirements in using a total information architecture, with standards and interfaces. Hardwired processes will have to be replaced with a knowledge based system, with information accessible when and where needed in an understandable way.</p> <p>This presentation will describe the current state-of-the-art thinking in industry, progress in standards development including interoperability between standards It will include pragmatic examples of the impact of initiatives like IoT, Digital Thread and Twin and Circularity.</p> <p>Torbjörn Holm Eurostep, Sweden</p>
10.30-11.00	BREAK IN THE EXHIBITION AREA
11.00-11.30	<p>Digital Twin realities, progress and technologies shaping the future</p> <p>Over the past 12 months many OEMs have embraced a Digital Twin strategy to facilitate key business functions and create new digital services that add value, create differentiation and increase profitability. The term, Digital Twin, has consequently undergone an expansion. It's now defined by its business application and a range of virtual representations from raw telemetry to 3D mixed reality.</p> <p>This presentation will discuss the progress to date backed up by real numbers and the future as influenced by the emergence of technologies such as mixed reality and cognitive services.</p> <p>Simon Floyd, Worldwide Industry Lead, Manufacturing Practice Microsoft Services, USA</p>
11.30-12.00	<p>PLM – something has to change</p> <p>Digitalization has been and is still changing our day-to-day life, faster and more radical than before. New concepts and business models are forcing companies to act (as reacting might be too slow). Change is inevitable for organizations whether they like it or not. Jos will share observations and present ideas how companies are trying to make the change into a digital reality. Many times, the organization's structure and culture combined with risk avoidance lead to tensions with the outside world. Something has to change – for sure PLM is impacted.</p> <p>Jos Voskuil – PLM Consultant, coach & blogger The Netherlands</p>
12.00-13.30	LUNCH

PARALLEL TRACKS

	TRACK 1	TRACK 2	TRACK 3
13.30-14.00	TBA	TBA	TBA
14.00-14.30	TBA	TBA	TBA
14.30-15.00	TBA	TBA	TBA

15.00-15.30	BREAK IN THE EXHIBITION AREA
15.30-16.00	<p>Defining & Managing the Digital Twin throughout the Lifecycle</p> <p>For years the vision of product lifecycle management (PLM) has been on defining and managing the virtual product and its related processes throughout the entire lifecycle—from concept through life. But for most companies this has been a struggle at best. Recently, a significant amount of press coverage and time has been dedicated to a relatively new phrase, the “digital twin.” For many this is a new name for what they have been trying to accomplish for decades. And for some, this has brought PLM to a higher level in their organization.</p> <p>This presentation will address this evolving PLM focus, the expanded need for standards, as well as showing how newer technologies, e.g., IoT, are being used to enable the complete digital twin throughout the entire lifecycle.</p> <p>Peter Bilello, President CIMdata, USA</p>
16.00-16.30	<p>Navigating the Journey to Next Generation PLM</p> <p>As PLM software enters its fourth generation, manufacturers are challenged to make the migration from on-premise monolithic PLM applications to the new generation of more agile PLM software that can be cloud-based. This research explores the best practices to make the transition and avoid similar future challenges.</p> <p>Marc Halpern, Vice President, Research, Manufacturing Advisory Services Gartner, USA</p>
16.30	CLOSING PDT EUROPE 2017

CONFERENCE FEES - Industrial End User and Academic	
PLM RM 2017 and PDT Europe 2017 Earlybird-price until Sept 9 - then 1500 EUR	1295 EUR
PDT Europe 2017 Earlybird-price until Sept 9 - then 1200 EUR	990 EUR
PDT Europe 2017 Academic	395 EUR
PDT Dinner Evening October 18	70 EUR

CONFERENCE FEES - Solution Providers	
PLM RM 2017 and PDT Europe 2017 Earlybird-price until August 29 - then 1795 EUR	1495 EUR
PDT Europe 2017 Earlybird-price until August 29 - then 1 495 EUR	995 EUR
PDT Dinner Evening October 18	70 EUR

PDT Europe is the one conference to attend.

To learn about progress in using STEP and PLCS and network with others who look to make the adoption of PLM standards a success. Attendees come from all around the world because this conference is unique. Participants are typically managers and decision makers, program- and project managers, IT architects, technical leaders and technical specialists from different industries who meet up and exchange ideas.



We expect to attract 100+ delegates from major engineering business sectors of Aerospace, Automotive, Building and Construction, Defence, HighTech, Telecom, Ship Building, Energy, Pharmaceuti-cal, Process & Plant and Manufacturing as well as from Research and Academia!



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

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