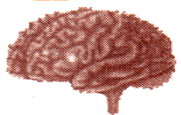


HOW TO DEAL WITH THE INCOMPATIBLE FUTURE ?

Lessons and Impressions from the field



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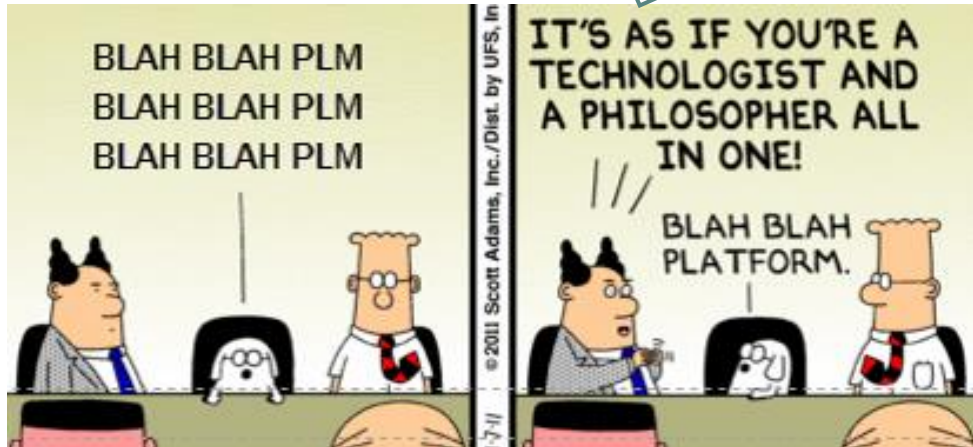
The Know-How to Know Now



Jos Voskuil

www.virtualdutchman.com

The PLM space



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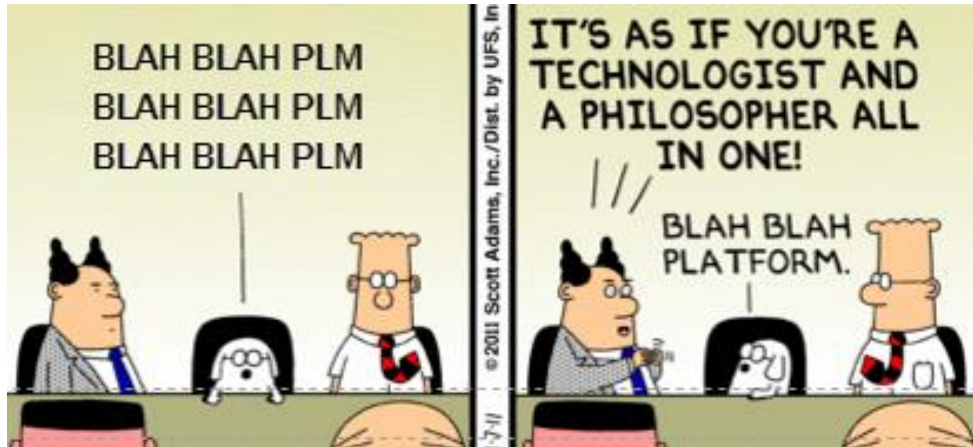
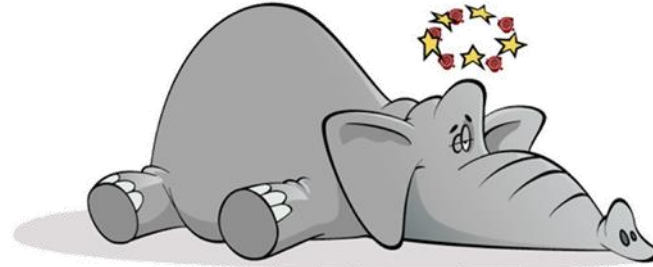
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The PLM space



STRATEGY

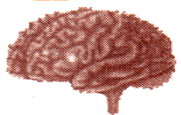
TOOLS



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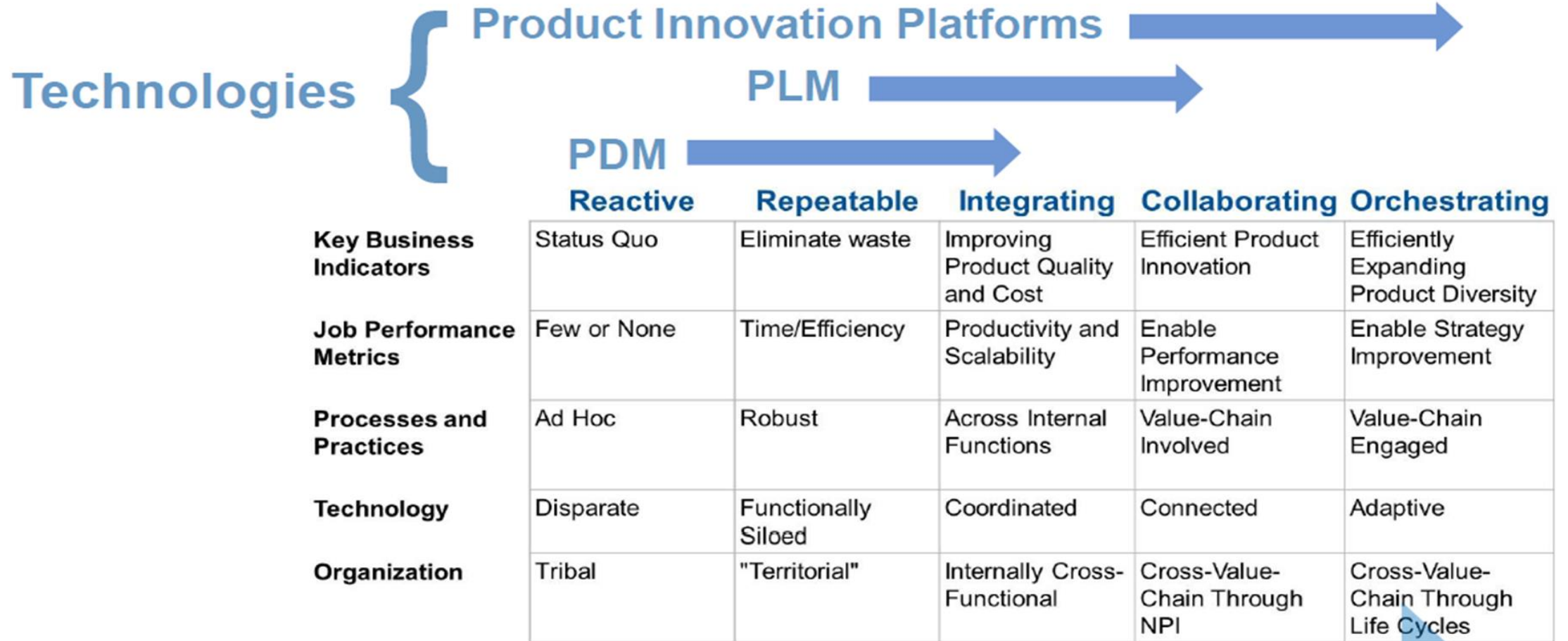
Looking back – The Perfect Storm - 2015



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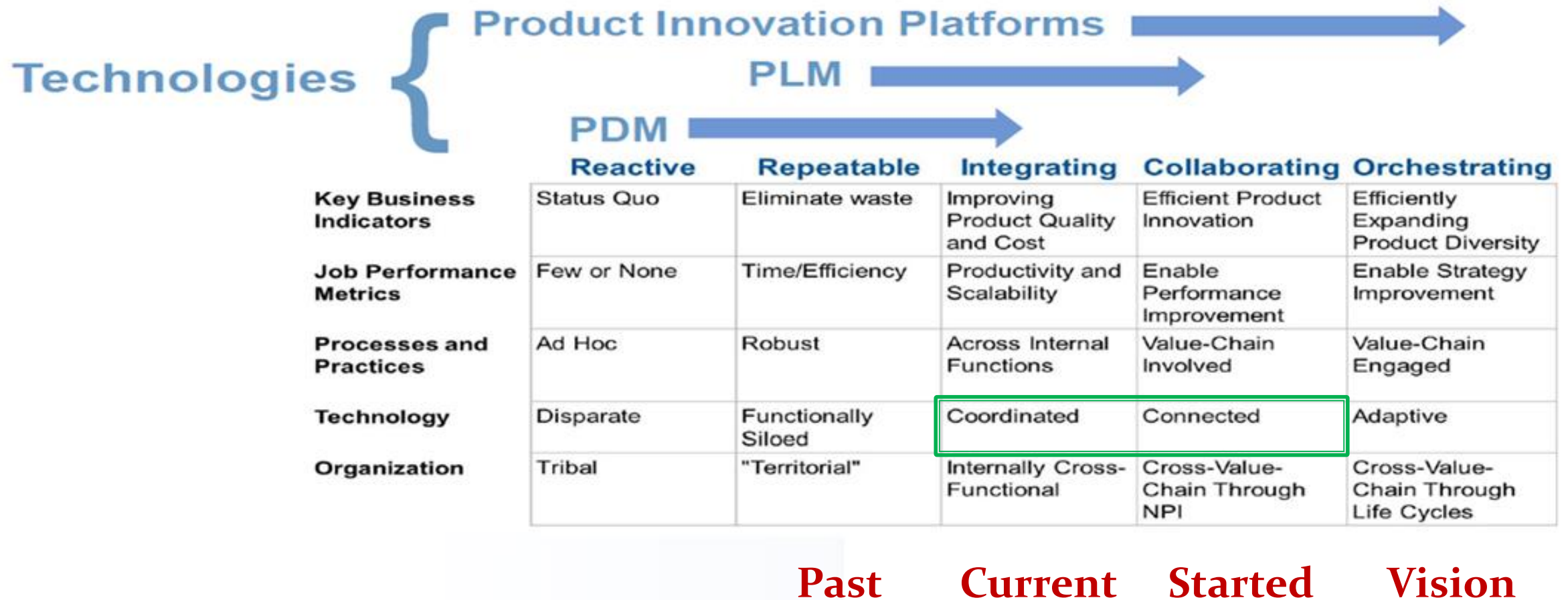
The impression of evolution



Growing priority to
adopt standards

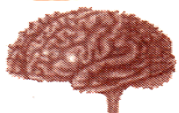
Marc Halpern - 2015

Where are we for PLM ?



Gartner

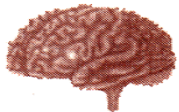
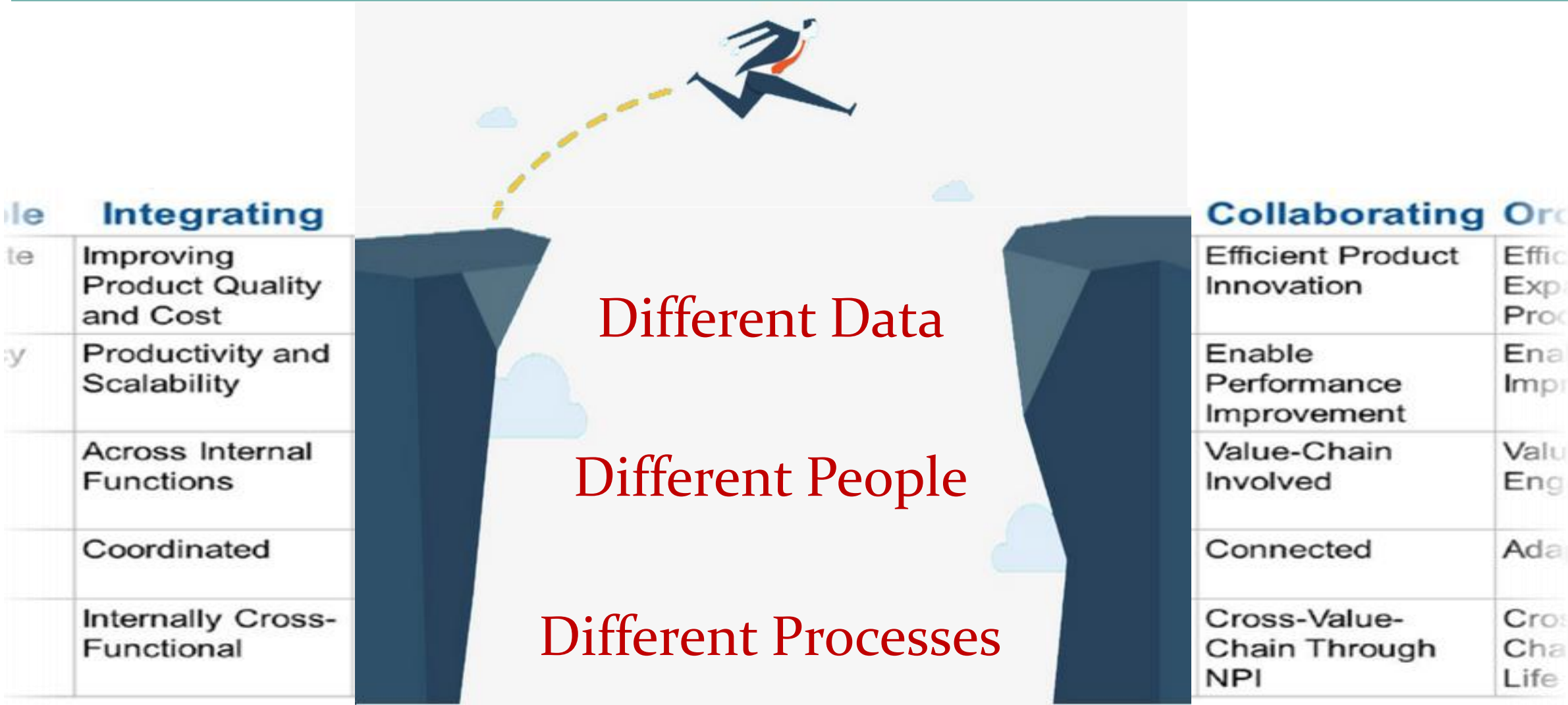
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The Know-How to Know Now

Coordinated and Connected → Evolutionary Path



From Coordinated to Connected: Different Data



System of Record

Co-evolution of Complex Aeronautical System & Complex System Engineering



Zhang Xin Guo Ph. D, DBA
EVP/ CIO
Aviation Industry Corporation of China



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← *Incompatible* →



Systems of Engagement

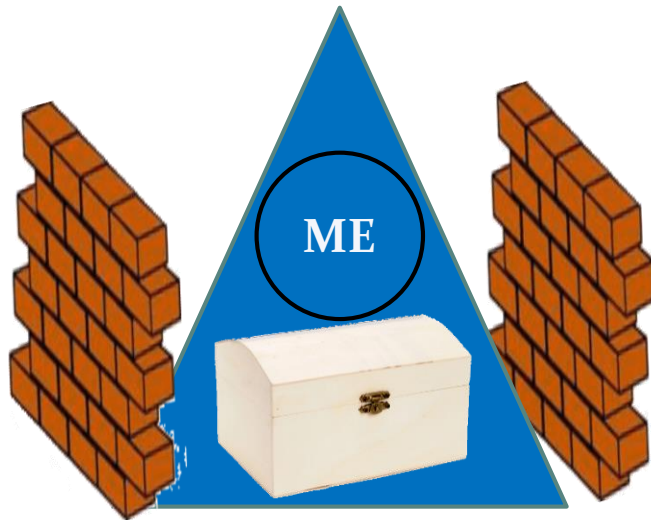
Connected requires:

- Data Quality – Master Data Management
- Product / System definition as connected elements: MBSE / MBD / Digital Twin

From Coordinated to Connected: Different People



From “OWNING”
To “SHARING”



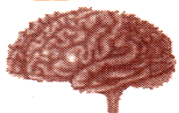
From “Siloed Specialist”
To “T - Profile”

Customer & Communication

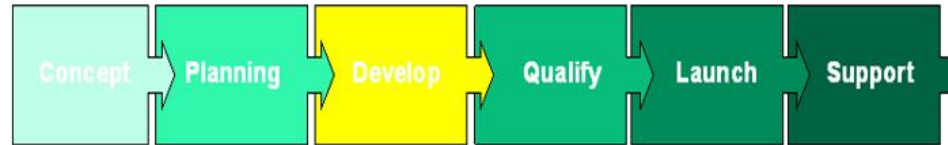
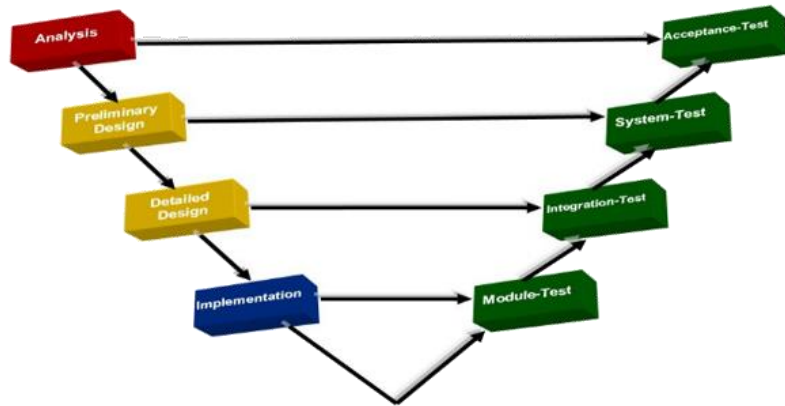


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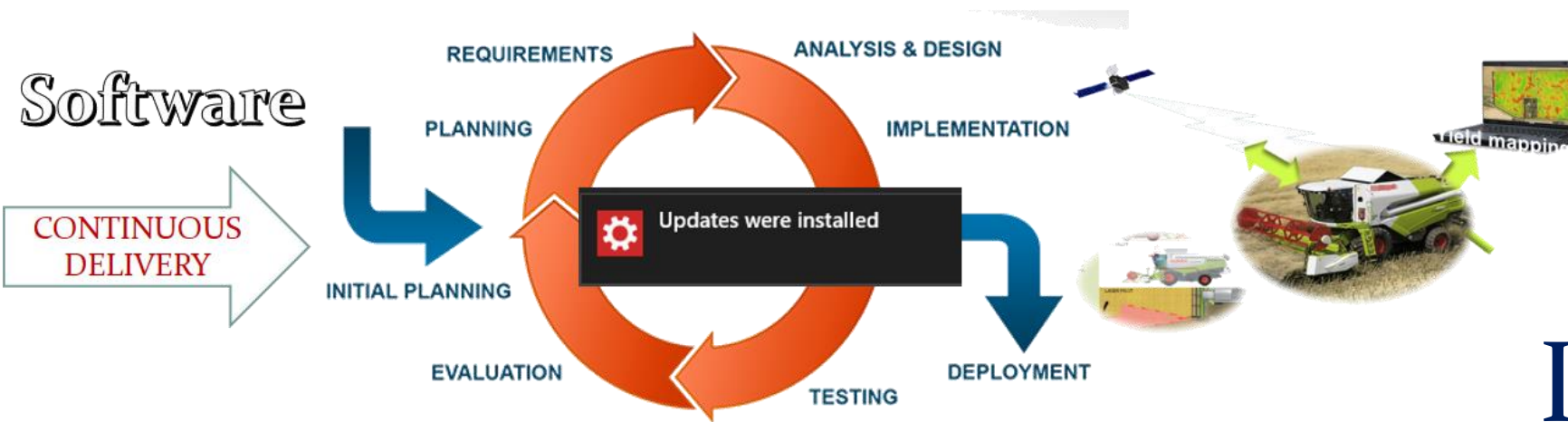
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From Coordinated to Connected: Different Processes



Linear
Inside Out
Documents

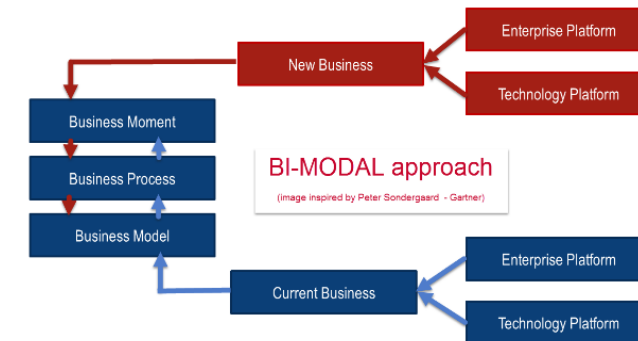
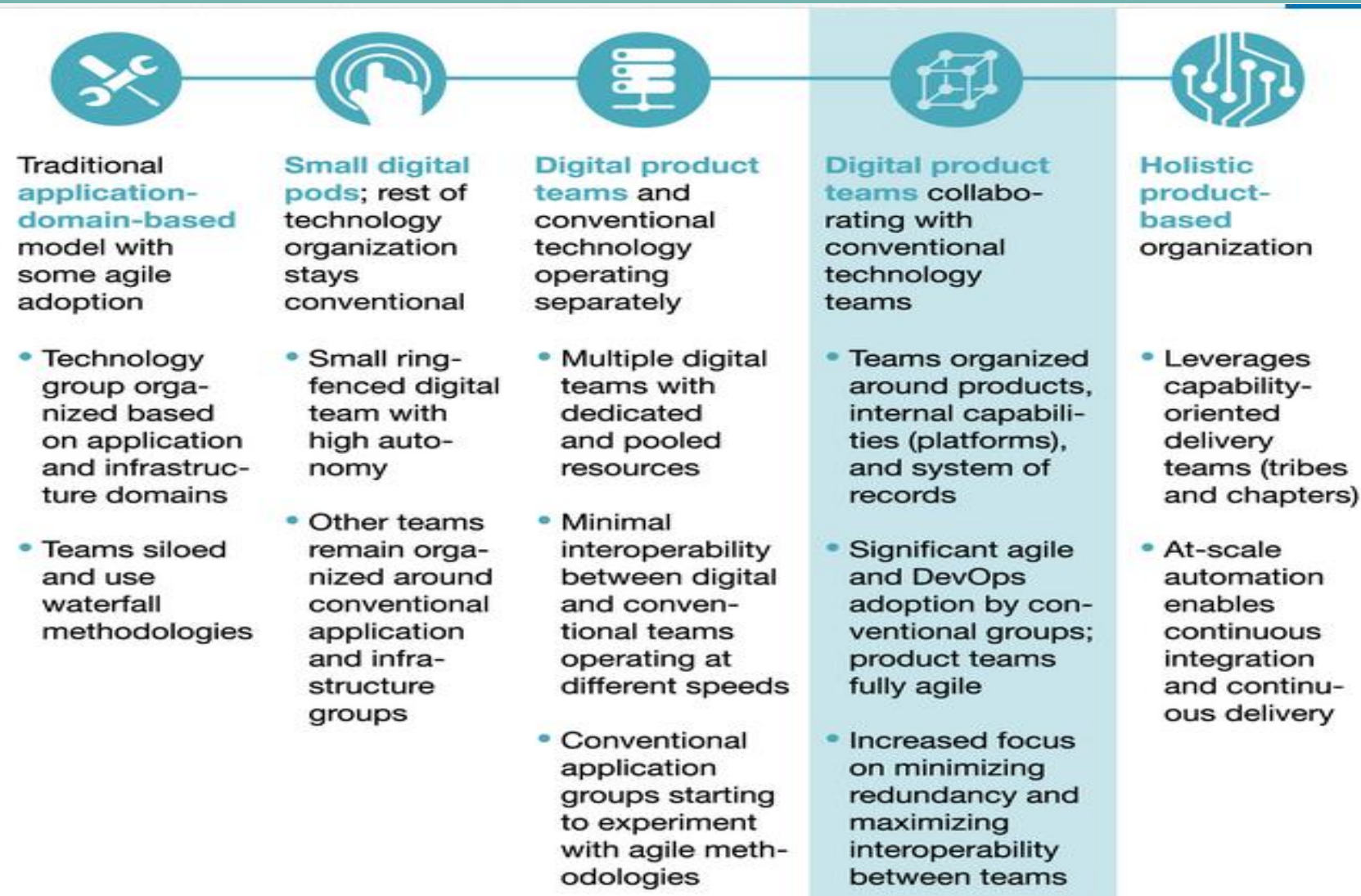


Outside In
Data-driven
Incremental

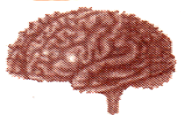
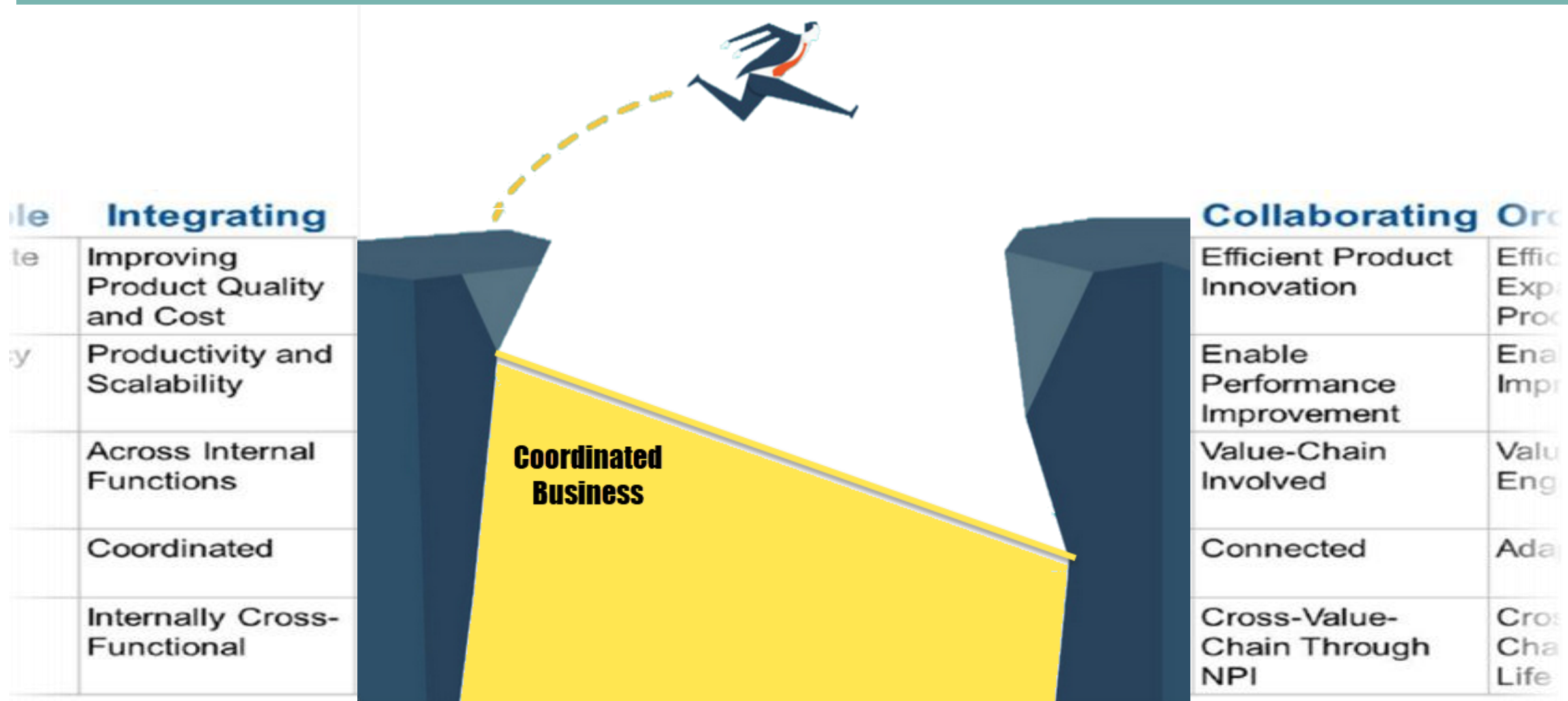
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The Know-How to Know Now

Coordinated and Connected → The need for both



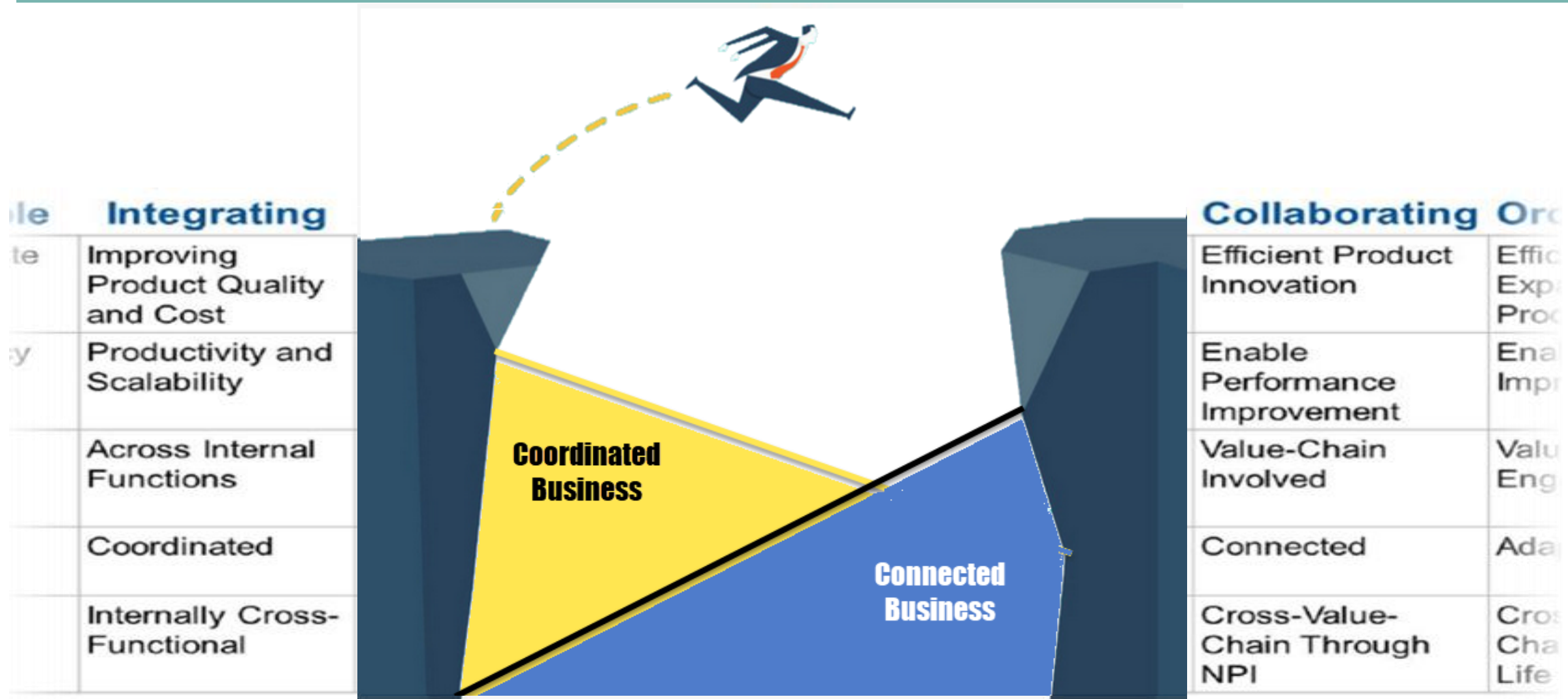
Coordinated and Connected → The need for both



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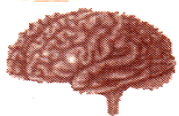
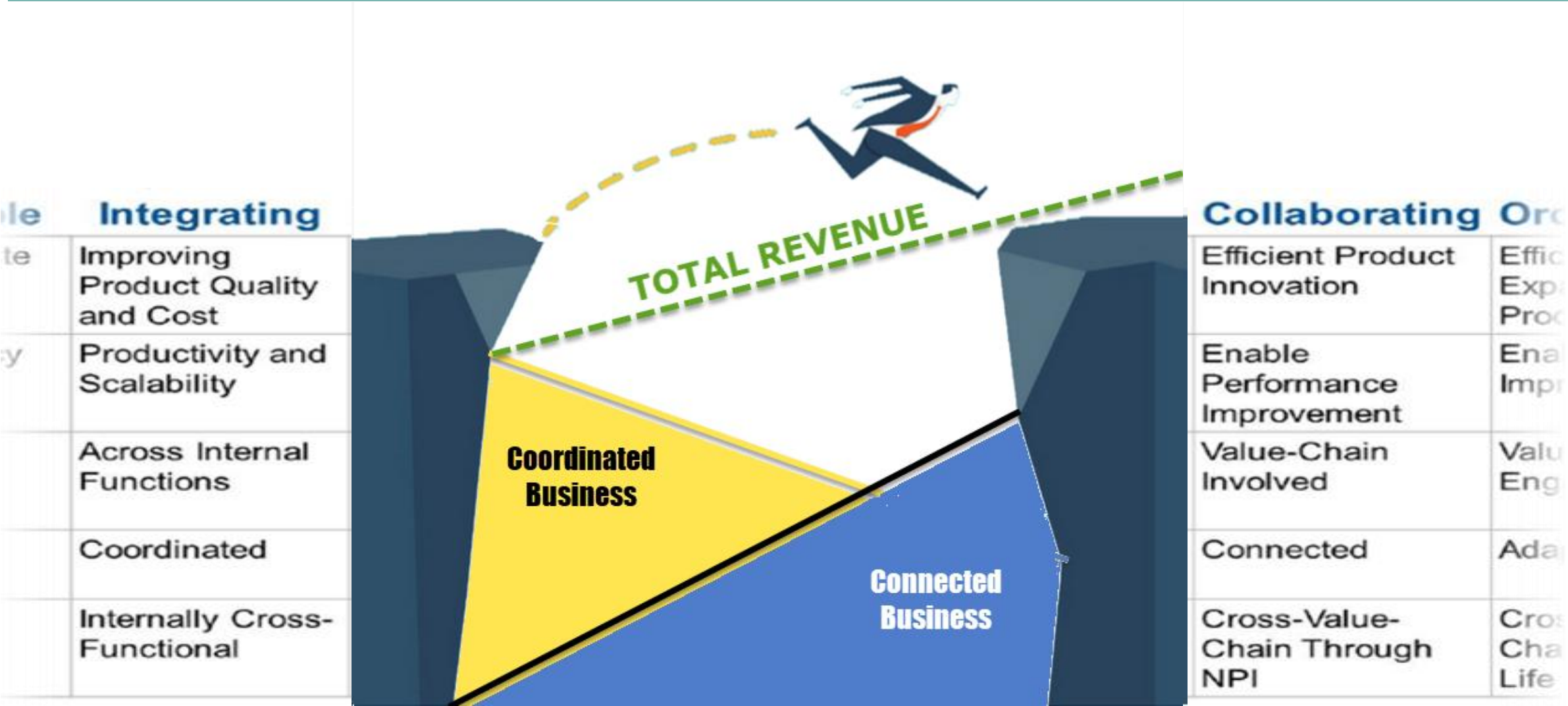
Coordinated and Connected → The Need for Both



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Coordinated and Connected – the transition

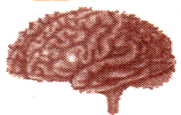
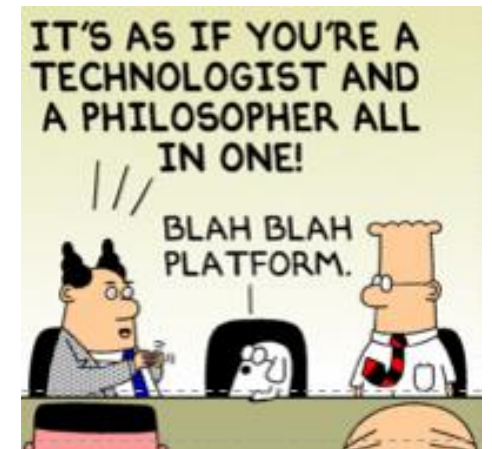


Connected and Coordinated → Strategy



- Think long term – holistic vision
- Understand PLM – forget One PLM
- Change and measure business differently “horizontal” KPIs needed

- Understand the incompatibility of data
- Transition comes from a 2-speed approach
- No migration !! - waste of time / money

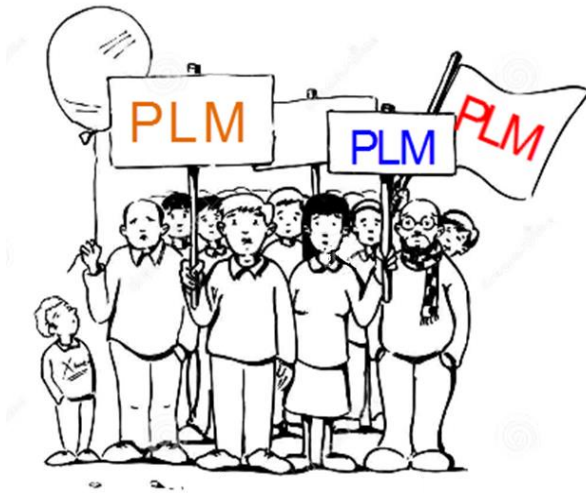


Connected and Coordinated → Execution

- Build your solution / portfolio for a coordinated and connected approach
- Rip-and-replace does not work anymore
- No Migration



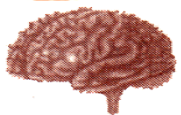
+ Implementers



- People will not change – they adapt within their ability to change
- People cannot perform in two modes
- Use a coaching model for transition

Conclusions

- Digital Transformation is a challenge for Product Definition Data (PLM ?) due to the incompatibility of current and future data.
- The (Extended) Digital Thread is a challenge – Heaven and Hell have to come together.
- Build a strategy for Coordinated and Connected – Avoid migration – focus on connecting

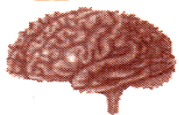


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