

*This 'Call for speakers' invites original contributions concerning any of the following specific or general topics, or other related material. Speakers should be from industrial end-user companies but may be nominated by solution providers.*



# Call for Speakers

## PLM Road Map & PDT 2019

### **New for 2019:**

- ✓ One conference with an integrated agenda
- ✓ Two locations

Washington D.C, USA May 29-30, 2019

The Marriott Tysons Corner, Tysons Corner, VA

Paris, France November 13-14, 2019

The Renaissance, La Defense, France



# Conference Theme:

## **PLM for Professionals—Product Lifecycle Innovation**

As PLM continues to expand its coverage there are plenty of opportunities for innovation across a product's entire lifecycle. As a PLM professional you need to be in a position to manage the complex PLM legacy, as well as understand where the new capabilities in and around PLM can and will most likely take you.

PLM Road Map 2019 & PDT 2019 is the premier meeting place for PLM professionals like you—one where industry leaders will report on two fronts—the classics of PLM and the upcoming PLM enablers. Simply put: pain points and trends!

In classic PLM we experience the pain points of understanding and having to decide on the borders between MBOM, EBOM, and SBOM—that is if the borders still exist! Configuration Management and Collaboration are additional areas that have been around a while, where innovation can still provide significant advantages. New business models require rethinking. What was the state of the art isn't anymore.

The PLM professional also needs to be equipped to manage and plan for the introduction and democratization of Modeling & Simulation, Model-Based Systems Engineering, Predictive Maintenance, Additive Manufacturing, Augmented Reality, and Cloud. Investment and training/education need to go where the best pay-off is, but PLM professionals must make sure that recent and promising technologies are seamlessly integrated into the total PLM solution. Standardization at the right level can enable an architecture where old and new may co-exist for the benefit of all in transformed digital networks.

Today, PLM is a topic that is hotter than ever given the recent flurry of VC investments, as well as a long list of mergers and acquisitions. PLM must be a major part of any organization's Digital Transformation strategy.

## **Presentation Topics Include:**

Presentations at the event will focus on two areas—*Pain Points* and *Value Expansion*

## **Pain Points**

### **Speakers have been identified for the following topics:**

Best Practices for Multiple-view Bill of Materials (BOM) Optimization of Supply Chain

Collaboration Practices

The Minimum Digital Thread for Aircraft Certification

Enabling Model-Based Systems Engineering (MBSE) Data Interoperability

Topics for consideration:

### **Collaboration Capabilities**

With collaboration increasing inside and across organizations, collaboration solutions should ideally scale to cover collaboration on full and complex systems and be open to support the heterogenous IT landscape necessary in engineering IT.

### **PLM Systems Integration**

Medium and large enterprises have PLM systems that in reality consist of IT systems from several vendors. It is not feasible to buy all from one vendor. Tell us about the need for integration, how it is or can be achieved and the realities encountered in doing so.

### **The Digital Transformation and Configuration Management**

Configuration management (CM) has been around for many years. Much of CM is deeply embedded into contracts and regulatory processes. These processes are document heavy. What is needed to transform them into full digital processes?

### **Enterprise Change Management**

Change is always with us, whether driven by design or by the physical products and systems themselves. It is linked to processes which are increasingly rapid, distributed, and specialized. Understanding data primacy, authority and the use cases around change is essential to maintain data currency and ensure trust in the digital thread. Share your experiences around change, both positive and less positive.

### **Data Quality and Implications on Digital Transformation**

Networks of business partners will have to improve integration and collaboration. In reality many efforts have fallen short because of issues with data quality. What can be done to incorporate legacy and manage new investments in PLM? What are the roles of technology, people and processes?

### **Master Data Management (MDM)**

MDM still has a way to go to deliver value in engineering data. While MDM has seen successful

implementations in ERP and SCM domains success stories in engineering seem rare. Why is this and what needs to be done?

### **Export Control**

Global trade and the management of high technology components and system have been an issue for many years. With increasing collaboration and high-tech collaboration the need to manage Export Control is on the rise, especially considering the opportunities (and risks) coming from increased digitalization.

## Value Expansion

**A speaker has been identified for the following topic:** Augmented Intelligence

Topics for consideration:

### **Design for Additive Manufacturing (DfAM)**

Additive manufacturing (AM) processes and materials are evolving rapidly, enabling radical changes in part design using shape optimization and product manufacture using metals, composites, other materials. Specialized design & analysis techniques are evolving as AM moves upstream from service parts to production.

### **Circular Economy**

The idea with the Circular Economy includes more reuse and remanufacturing. The Circular Economy calls for rethinking the engineering processes but also rethinking of business models, moving towards products as a service.

### **Simulation Data & Process Management (SDPM)**

Frontloading the engineering work by working digital in early phases has been a vision and dream for a long time. We are now at a stage where new capabilities allow this to be done but doing so means moving simulation into mainstream PLM. Simulation data has to be managed better and also integrated with other domains.

### **Applying Analytics for Product Lifecycle Innovation**

The competition is on to bring better and cheaper product and product-service combinations to the market faster by leveraging intelligence hidden in enterprise data. Artificial intelligence is being applied to leverage PLM-related data and how data flows between its adjacent enterprise systems.

### **Cloud Computing**

Consumption of distributed, heterogeneous and complex cloud services for internal users and external business partners is no easy task. How will PLM benefit from this new IT paradigm? How can PLM (and IT) support this environment?

### **Generative Engineering**

Ideas for Generative Design, including topology optimization, were developed in the 1980s but the evolution of additive manufacturing has sparked new interest. Generative Design, Simulation & Analysis, Big Data Analytics, Advanced Materials, and Robust Design will converge to revolutionize product development over the PLM lifecycle.

### **Enabling the Socially Collaborative Workforce**

New employees are very familiar with social media and related technologies and they expect constant access to these tools from their desktops as well as their personal phones and tablets. What is the plan for securing and protecting your company's intellectual assets in this open world?

### **Predictive Maintenance—Benefits of Closing the Product Lifecycle Loop**

To repair a system not yet broken will deliver value to many in the business network. Doing it too early is however a cost to all so the key is to predict optimally. How can this be done with all new PLM capabilities including IoT?

### **Digital Thread**

This presentation will present what is required for the Digital Thread. What are the domains that should produce and consume data for the thread and how rich should it be? Is the use inside or outside of organizations or maybe both?

### **Digital Twins**

While Digital Twin has been a favorite topic at PLM conferences for the last couple of years there are still many opinions about what it is. As always, the definition will become clearer with success in the field and value delivered. What is new with Digital Twin and what must be done to secure success?

### **Smart Manufacturing**

Agile production processes are enabled using the Smart Manufacturing concept. The integration of information technology (IT) and operational technology (OT) holds much promise but lacks wider implementation success. Where are we and where are we heading?

### **Standards**

Every day our life depends on standards, hundreds of them. In PLM there are several standards, but some stand out as increasingly important. Which ones, how are they used, and how can uptake be encouraged?

## Key dates

February 7	Call for speakers/abstracts open for North America 2019
February 22	Abstracts due
May 29-30	Conference, Washington D.C, USA

May 15	Call for speakers/abstracts open for Europe 2019
May 31	Abstracts due
November 13-14	Conference, Paris, France

## Process

Submit your abstract (between 100 - 200 words) and proposed presentation topic, along with a proposed presentation title to [pdt@eurostep.com](mailto:pdt@eurostep.com)

If you are interested in presenting at both events or at the European event, please indicate this on your submission.

## Questions?

Contact Håkan Kårdén [hakan.karden@eurostep.com](mailto:hakan.karden@eurostep.com) or  
Maria Härdig at [maria.hardig@eurostep.com](mailto:maria.hardig@eurostep.com)