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Conference 2004

PRODUCT LIFECYCLE MANAGEMENT ROAD MAP™

OPERATIONAL INNOVATION FOR CROSS-FUNCTIONAL COLLABORATION

September 22 & 23, 2004
Dearborn, MI

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Agenda

Collaborative Product Development Associates, LLC (CPDA) is pleased to offer attendees at Product Lifecycle Management Road Map™ the opportunity to hear and interact with speakers who are industry leaders, experienced in confronting the changing PLM landscape. Find out how the best in class are using the new generation of PLM processes and technologies to enhance product development, improve quality, and enhance the role of PLM across the whole enterprise.

Agenda Highlights

[Chrysler Group Vice President Challenges PLM Vendors](#)

WEDNESDAY, SEPTEMBER 22		
8:00 A.M.	REGISTRATION AND CONTINENTAL BREAKFAST	
	PLENARY SESSIONS	
9:00 A.M.	Process Frameworks for Cross-Functional Collaboration	
	Hosted by Donald H. Brown , CPDA <ul style="list-style-type: none"> • Donald H. Brown, CPDA - Welcome to PLM Road Map 2004 • Dr. Jeffrey K. Liker, The University of Michigan - Building a Lean Learning Experience: Lessons from Toyota • Lawrence J. Achram, DaimlerChrysler - Product Lifecycle Management - A Quantum Leap or A Leap of Faith? • Guide to the Conference <ul style="list-style-type: none"> - Ken Versprille, Vasco Drecun & Michel Vrinat, CPDA Conference Overview 	
12:00 P.M.	LUNCH	
	BREAKOUT SESSION	BREAKOUT SESSION
1:30 P.M.	Open CAD and Collaboration - Participation in a PLM Framework	Extending Systems Engineering Principles to an Enterprise Framework
	Hosted by Dr. Ken Versprille , CPDA <ul style="list-style-type: none"> • Dr. Ken Versprille, CPDA Driving toward an Open CAD Framework • End User Panel Discussion <ul style="list-style-type: none"> - Mike LaLande, General Motors - Timothy F. McLellan, Visteon Corporation - Lakshmi Y. Srinivas, Ford Motor Company - CAD Openness User Panel, User Panel Presentation • Vendor Panel Discussion <ul style="list-style-type: none"> - John Alpine, CoCreate Software - Christian S. Kelley, UGS - Keith Mountain, Spatial - Asa Trainer, PTC - Yannick Wittner, Dassault Systemes - CAD Openness Vendor Panel, Vendor Panel Presentation 	Hosted by Vasco Drecun , CPDA <ul style="list-style-type: none"> • Stephen Wall, California Institute of Technology, Jet Propulsion Laboratory Methods for Requirements Elicitation, Capture, and Management • Roger Burkhart, John Deere Standardizing Product Architecture in SysML and STEP • Henson Graves, Lockheed Martin Aerospace Engineering Product Development • Panel Discussion <ul style="list-style-type: none"> - Jim U'Ren, Jet Propulsion Laboratory/NASA The Synthesis of AP233 with Related Standards Activities - James W. Hollenbach, Simulation Strategies, Inc. Meeting the Systems Engineering Challenges of the New DoD Acquisition Process
3:30 P.M.	BREAK	BREAK
4:00 P.M.	Open CAD and Collaboration - Participation in a PLM Framework	PLM Open Landscape

	Hosted by Dr. Ken Versprille , CPDA <ul style="list-style-type: none"> • Brad Holtz, Cyon Research Corporation The Convergence of 3D Communication • Nagesh Basavanhalli, DaimlerChrysler Corporation Product Creation Transformation 	Hosted by Michel Vrinat , CPDA & Donald H. Brown , CPDA <ul style="list-style-type: none"> • Michel Vrinat, CPDA The PLM Open Landscape • Jon Burton, Hitachi Global Storage Technologies The PLM/ERP Challenge of Data Consistency • Summary and Round-up
5:30 P.M.	ADJOURN FOR DAY	
5:30 P.M.	EYE ON TECHNOLOGY EXHIBITION/COCKTAIL RECEPTION	
THURSDAY, SEPTEMBER 23		
7:00 A.M.	CONTINENTAL BREAKFAST	
	BREAKOUT SESSION	BREAKOUT SESSION
8:00 A.M.	Integration Downstream	Design and Simulation Information and Process Frameworks
	Hosted by Dr. Ken Versprille , CPDA <ul style="list-style-type: none"> • Dr. David Sly, Iowa State University MPM - Leveraging PLM Downstream: Product to Process Integration • Diane M. Landers, David W. Lien, & Kevin Marseilles, Delphi Corporation Standard Methods in the Design-to-Manufacturing Cycle to Increase Productivity • Al Hufstetler, UGS Bringing Product and Process Together through a Technology Enabled Approach • Panel Discussion 	Hosted by Michel Vrinat , CPDA & Donald H. Brown , CPDA <ul style="list-style-type: none"> • Michel Vrinat, CPDA Design/CAE Framework • Dr. Chris Paredis, Georgia Institute of Technology Future Directions for Simulation-Based Design • Vasco Drecun, CPDA Loosely Coupled Collaborative Processes
9:45 A.M.	BREAK	
10:45 A.M.	Intgrated Process and Technology Frameworks	
	Hosted by Vasco Drecun , CPDA <ul style="list-style-type: none"> • Todd Wilson, Cooper Tire & Rubber Company Slashing the Time-to-Market from 3 Years to 6 Months • Panel Discussion & Presentations <ul style="list-style-type: none"> - Dick Bland, Intel Corporation The Future of PLM: Innovation Drives Transformation - George W. Brown, Intel Corporation PD4SC: Lessons Learned from Product Development for Supply Chain - Karl Schulmeisters, Microsoft Corporation Microsoft in Manufacturing 	
12:00 P.M.	LUNCH	
	PLENARY SESSIONS	
1:30 P.M.	Process Frameworks for Cross-Functional Collaboration & Delivering on the Promise	
	Hosted by Donald H. Brown , CPDA <ul style="list-style-type: none"> • Joe Francis, Hewlett-Packard Product Design and Business Process: Why Should I Care? • Marie Wieck, IBM Corporation Integration on the Horizon 	
3:15 PM	CONFERENCE ADJOURNS	

Click here to view the agenda from [Product Lifecycle Management Road Map™ 2003](#).

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