

# PI Düsseldorf 2015

## Programme in Brief



Key:

— PI Keynotes

— PLM

— IoT & ALM

## Day 1

07:00 Delegate Registration in LOBBY

08:00 Chairman's Welcoming Address in ROOM 1  
Gerard Litjens, Director European Operations, CIMdata

08:15 PI Keynote - The Transformative Effect of New Technologies in our Built Environment and Daily Lives in

09:00 The PLM Platform Comes of Age  
ROOM 1

Peter Bilello, President, CIMdata

Cultural Change Management - 'Innovation Runs through Everything that We Do'

ROOM 2

John Housego, Executive, W.L. Gore & Associates

09:40 Case Study - PLM-Integrated Requirements Management  
ROOM 1

Michael Pfenning, PLM Consultant, xPLM Solution

Case Study - Mercury Marine  
ROOM 2

10:20 Morning Refreshment Break in EXHIBITION HALL

10:30 Morning Pre-arranged 1-to-1 Meetings in EXHIBITION HALL

11:30	<b>The Challenge of PLM Upgrades as We See the Rules of Business Change</b> <a href="#">ROOM 1</a>  Jos Voskuil, Consultant, TacIT	<b>Falling in Love with PLM - The People Side</b> <a href="#">ROOM 2</a>  Hermann Paetzold, PLM Systems Manager, Autoneum & Founder, PLM Culture	<b>Utilizing Industrie 4.0, IoT and Related Platforms to Boost a More Interdisciplinary Approach to Product Lifecycle</b> <a href="#">ROOM 3</a>  Martin Eigner, Prof. h.c. (mult), Dr.-Ing., Technical University of Kaiserslautern	<b>Focus Group - Driving PLM Capability Across a Complex Enterprise</b> <a href="#">ROOM 4</a>  Jean Michel Fristot, PLM Specialist, TI Automotive	<b>Focus Group - People, PLM &amp; Social Collaboration</b> <a href="#">ROOM 5</a>  Gerard Litjens, Director European Operations, CIMdata
12:10	<b>Making the Jump from PDM: PLM Solution Evaluation and Selection</b> <a href="#">ROOM 1</a>  Stefan Abele, Business Process Lead, Paul Hartmann AG	<b>Customised PLM - Design Data Infrastructure and Integration</b> <a href="#">ROOM 2</a>  Can Cangelir, Chief, Concurrent Engineering, TAI (Turkish Aerospace Industries)	<b>Realising and Maximising the True Value of the IoT</b> <a href="#">ROOM 3</a>  Joe Barkai, Market Strategist and Catalyst, Joe Barkai	<b>Focus Group - Successfully Integrating your Supplier Network and your Internal PLM</b> <a href="#">ROOM 5</a>  Jenni Ala-Mantila, Head, PLM Project, Skanska Oy	<b>Focus Group - PLM Platform Upgrade &amp; Legacy Data Preservation</b> <a href="#">ROOM 6</a>  Fuat Akyildiz Demir, PLM Systems Engineer, FNSS Defense Systems
12:50	<b>Complementing Complex PLM Systems with Simplified User Interfaces</b> <a href="#">ROOM 1</a>  Rachel Bray, PLM & Document Management Specialist, CERN	<b>Overcoming the Limitations of Existing Product Lifecycle Management Approaches</b> <a href="#">ROOM 2</a>  Mariangela Lazoi, Research Fellow, Università del Salento Massimo Scalvenzi, Manager, Engineering Processes, Finmeccanica	<b>Focus Group - Should you Leverage on Existing Systems Versus a Costly PLM Investment?</b> <a href="#">ROOM 4</a>  Gerrard McClusky, VP Engineering, Aero Vodochody a.s.	<b>Focus Group - Boosting Engineering Productivity and Engineering Change Management</b> <a href="#">ROOM 6</a>  Henk Jan Pels, Associate Professor, Eindhoven University of Technology	
13:30	<b>Networking Luncheon</b> in EXHIBITION HALL				
14:30	<b>Case Study - SAP</b> <a href="#">ROOM 1</a>	<b>Case Study - Accenture</b> <a href="#">ROOM 2</a>	<b>Case Study - Eurostep</b> <a href="#">ROOM 3</a>  Trond Zimmerman, Group Manager, PD Solution, Volvo Group		
15:10	<b>PLM: The Good, The Bad and The Ugly</b> <a href="#">ROOM 1</a>  Felix Nyffenegger, Prof for CAX, PLM and Product Design, University of Applied Sciences Rapperswil (HSR)	<b>The Role of PLM in Supporting the Next Industrial Revolution - The IoT &amp; Industrie 4.0</b> <a href="#">ROOM 2</a>  Ulrich Sandler, Author, PLMportal	<b>Focus Group - PLM, SLM &amp; CRM</b> <a href="#">ROOM 4</a>  Jos Voskuil, Consultant, TacIT	<b>Focus Group - Engineering Tools Harmonisation</b> <a href="#">ROOM 6</a>  Henri Syrjäläinen, Solution Architect - Operational Excellence Development & Architecture, Outotec Oyj	
15:50	<b>Afternoon Refreshment Break</b> in EXHIBITION HALL				
16:00	<b>Afternoon Pre-arranged 1-to-1 Meetings</b> in EXHIBITION HALL				

17:00	<b>Navigating ABB's PDM Investment toward an Efficient Common Global Utilization Strategy</b>  Sönke Rickertsen, Head, Product Architecture Management, ABB AB	<b>Enhancing the Knowledge and Integration of PLM and PPM</b> ROOM 2 Jeff Brittain, Executive Director, Bayer Health Care
17:40	<b>PI Keynote - Understanding the New Rules of Product Innovation</b> in ROOM 1 David Rowan, Editor-in-Chief, Wired.co.uk	
18:20	<b>Chairman's Closing Remarks</b> in ROOM 1 Gerard Litjens, Director European Operations, CIMdata	
18:30	<b>Networking Drinks Reception</b> in EXHIBITION HALL	

## Day 2

Before the start of the main programme on day two, we are running a number of early morning Think Tanks more information on these can be found on page 9.

07:30	<b>Think Tank - Are Productivity Apps the Real Acceleration Factor for the Industry?</b>  Jens Byland, Strategic Consultant, Partner, Inteliact AG	<b>Think Tank - Improving ECAD/MCAD Collaboration</b>  Karl Charly Wachtel, General Manager, xPLM Solution	<b>Think Tank - How Do You Maximize Product Value with Analytics in PLM?</b>  Felix Häser, Senior Consultant Innovation & PLM, Capgemini Udo Lange, Vice President Head of Product Life Cycle Management, Capgemini Consulting DACH, Capgemini Verena Gertz, Managing Consultant, Capgemini	<b>Think Tank - MRO Processes for Complex Capital Products</b>  Christian Hehl, Principal Consultant and Practice Lead Manager, Products & Services, Karer Consulting AG Kerstin Becker, Principle Consultant, PLM, Karer Consulting AG
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Main programme commences:

08:30	<b>Chairman's Welcoming Address</b> in ROOM 1 Gerard Litjens, Director European Operations, CIMdata		
08:45	<b>PI Keynote - Aligning People, Process &amp; Data through the Internet of Everything</b> in ROOM 1 Bernd Heinrichs, Managing Director, IoE Innovation EMEAR, Cisco		
09:30	<b>Mitigating Systems Complexity &amp; Unintended Systems Emergent Behaviours through NASA's Digital Twin Strategy</b> ROOM 1 Michael Grieves, PLM Author, Consultant, Professor, NASA/FIT	<b>The IoT &amp; its Implications on Product Innovation Platform Evolution</b> ROOM 2 Marc Halpern, VP Research, Gartner	
10:10	<b>Case Study - Infor</b> ROOM 1	<b>Case Study - IBM</b> ROOM 2	<b>Case Study - Cognizant</b> ROOM 3

10:50	Morning Refreshment Break in EXHIBITION HALL			
11:00	Morning Pre-arranged 1-to-1 Meetings in EXHIBITION HALL			
12:00	<p>Case Study - Automatically Interpreting PDF-based Specification Documents and Highlighting Changes in Real-time</p> <p>ROOM 1</p> <p>Christian Donges, CSO, :em engineering methods AG Oliver Kallenborn, PLM Project Leader, MAHLE Behr GmbH &amp; Co. KG</p>	<p>The Development and Applications of Enterprise Multidisciplinary Design Optimization Systems</p> <p>ROOM 2</p> <p>Yan Fu, Technical Head, Business Strategy and Engineering Optimization, Ford Motor Company</p>	<p>Case Study - Stratasys</p> <p>ROOM 3</p>	
12:40	<p>Creating a Centralised R&amp;D Common Operating Model across a Complex Global Company</p> <p>ROOM 1</p> <p>Gemma Giro, Director, Integrated Management Systems, Puig SA</p>	<p>Boosting PLM's End-to-End Visibility through Novel Business Area Inclusion</p> <p>ROOM 2</p> <p>Jenni Ala-Mantila, Head, PLM Project, Skanska Oy</p>	<p>Focus Group - Developing a Strategy to Prepare for the Next Industrial Revolution</p> <p>ROOM 4</p> <p>Ulrich Sendler, Author, PLMportal</p>	<p>Focus Group - PLM &amp; ERP Integration</p> <p>ROOM 5</p> <p>Jonas Hagner, Group IT Director, VAASAN oy</p>
13:20	Networking Luncheon in EXHIBITION HALL			
14:20	<p>Integrating PLM &amp; MDM</p> <p>ROOM 1</p> <p>Jonas Hagner, Group IT Director, VAASAN oy</p>	<p>Optimising Data Flow through Asset, Plant and Product LCM Integration</p> <p>ROOM 2</p> <p>Henri Syrjäläine, Solution Architect - Operational Excellence Development &amp; Architecture, Outotec Oyj</p>	<p>Focus Group - Discussing the Challenges Twinned with M&amp;A Activity</p> <p>ROOM 5</p> <p>Jeff Brittain, Executive Director, Bayer Health Care</p>	<p>Focus Group - Being Louder, Faster &amp; Leaner through Business Strategy &amp; IT Alignment</p> <p>ROOM 6</p> <p>Dagmar Heinrich, Head of PLM, Huber+Suhner AG</p>
15:00	<p>Panel Discussion - PLM, ALM, SLM, ERP, GSC... Why is Business Process Innovation Challenging &amp; What Can be Done About It?</p> <p>ROOM 1</p> <p>Marc Lind, SVP, Global Marketing, Aras Arnt Aske, VP Global Product Standardization, MH Wirth</p>	<p>How Can BIM Learnings Help Shape the Next Generation of PLM?</p> <p>ROOM 2</p> <p>Henk Jan Pels, Associate Professor, Eindhoven University of Technology</p>	<p>Focus Group - Understanding the Relationship between Industrie 4.0, 3D Mock-ups &amp; Collaborative Engineering</p> <p>ROOM 4</p> <p>Can Cangelir, Chief, Concurrent Engineering, TAI (Turkish Aerospace Industries)</p>	<p>Focus Group - PLM Deployment: Success vs. Transformation</p> <p>ROOM 6</p> <p>Hermann Paetzold, PLM Systems Manager, Autoneum &amp; Founder, PLM Culture</p>
15:40	<p>PI Keynote - 'Sourcing Growth where Growth Takes Place' in ROOM 1</p> <p>Alisée de Tonnac, CEO, Seedstars World</p>			
16:25	<p>Chairman's Closing Remarks in EXHIBITION HALL</p> <p>Gerard Litjens, Director European Operations, CIMdata</p>			