

Presentation Abstracts

Connecting the Dots: Linking Business Objectives and Product Development

Presented by: PTC VP

If you want to take a trip, you must first know where to start. The same is true for product development. If you want to make process improvements, you must first assess where you are today. Furthermore, any path forward must align to your organization's business objectives, and in fact, be a key contributor to financial success. PTC has developed a framework which helps make these connections, linking strategic corporate goals to business initiatives and product development processes. This presentation will give an overview of the framework, show how it supports prevalent industry and market drivers, and describe the role of technology as a key supporting component to make significant and lasting process improvements.

Facts and Myths in the Globalization Debate

Presented by: Global PD Expert, Vivek Wadhwa

Globalization is reality. U.S. businesses see tremendous opportunities abroad and will increasingly locate their operations closer to growth markets. They will also outsource engineering jobs to reduce costs and move their research functions closer to their offshore development sites. It is not clear what the long-term impact of this trend will be, but what is clear is that at stake is the U.S. standard of living and world economic leadership.

Wadhwa has worked with leading academics from Duke, Harvard, NYU and UC-Berkeley universities on a series of research projects. They studied global engineering education, the engineering workforces of India, China and the U.S., the reasons why companies are going offshore, the next wave of globalization and trends in the offshoring of R&D, and some sources of the U.S. competitive advantage – it's university research system, ability to attract skilled immigrants and entrepreneurship and innovation.

He will discuss his research and highlight the facts and myths in the globalization debate. He will also present his conclusions on what the U.S. needs to do to keep its competitive edge.

Achieving Real Change in Product Development

Presented by: PTC Global Services

Driving real change in product development is difficult. Product development is a complex process and its primary constituency, the engineering community, is not known for receptiveness to change. With over 25 years experience working with leading companies, PTC has developed an approach to address these challenges that is based on

value-driven implementations that drive real change at the operational level. This presentation delves into key best practices and case studies of customers who succeeded at leveraging technology to create real meaningful process improvement.

Practical Lean Product Development

Presented by: Lean PD Expert, Don Reinertsen

The opportunity of lean product development lies in applying the logic of lean manufacturing to the domain of product development. Companies that assume this requires eliminating all variability can damage their ability to innovate and take risks. Yet, used properly, lean methods enable us to design processes that excel in the presence of uncertainty. The key is to focus on controlling queues, reducing batch size, and managing flow. In this presentation, Don Reinertsen will discuss the approaches that are enabling companies to simultaneously improve cycle time, quality, and efficiency.

Interactive Workshop on Top Product Development Business Initiatives

Lead by: Lean PD Expert, Don Reinertsen

When seeking to increase the success of your Product Development efforts, it is often difficult to know where to start looking for new ways to improve your processes. During this interactive workshop, participants will have the opportunity to share experiences on where to begin, what to do, and how to take action. Participants will choose a leading business initiative to discuss with peers and a topic expert facilitator. Each group will explore common challenges that occur in the product development process and how to overcome them through process and technology changes. Top findings of each group will be shared with the entire audience.

Upon registration, attendees will be asked to select their workshop focus topic from the following:

- **Lean Product Development** – Where are the greatest opportunities to make Lean process changes specific to queues and batch sizes with the most economic impact and how can we begin to make those changes?
- **Global Product Development** – When taking your product development processes global which process areas pose the greatest opportunity and which areas can be most challenging? How can you overcome the challenges?
- **IT Consolidation in Product Development** – When companies seek to combine/consolidate their PLM processes what are some of the best areas to consolidate first and where might you find greater challenges in consolidation?
- **PLM and ERP** – With tremendous functionality in both of these systems today, how do you determine the solution that best meets your specific product development needs?

