



PLM Road Map™ 2011

A CPDA/CIMdata Leadership Event



- Learn about the requirements for PLM to become a comprehensive, integrated modeling, and decision support framework for multi-disciplinary modeling and real-time decision-making
- Learn how “Intelligent Templates” can place simulation in the hands of a broader set of users
- Hear about plans to fully integrate software development with mechanical and electronic efforts
- Find out how a new generation of smarter products with increasingly sophisticated embedded software and instrumentation is transforming development
- Take part in discussions that address the cultural challenges of securing the wide adoption of PLM tools by the broad user community

The Escalating Complexity of PLM

Cross-Disciplinary Integration Faces Increasing Challenges Across Domains at All Levels of Detail

October 4 & 5, 2011
Detroit, Michigan



www.cpd-associates.com



About PLM Road Map™ 2011

PLM Road Map 2011 is a strategic conference focusing on the transformation of product development approaches to serve a new value proposition involving the detailed reconciliation of data and processes across global engineering functions. Join our team of leading analysts and key industry players as they share their experiences in making technology work by driving efforts up front early in design, and by continuously incorporating cross-disciplinary knowledge and feedback.

PLM Road Map 2011 will challenge attendees to shift their current thinking to a new level in a series of presentations focusing on the escalating complexity of PLM and the challenges faced when driving cross-disciplinary integration across multiple domains and at ever deeper levels of detail. Gain insight into what impacts you and your organization from our dynamic group of speakers.

Presentations will cover:

The payoff for model-based systems engineering with SysML	How leading users integrate simulation with design, test, and manufacturing	How users are applying new design techniques to improve productivity
The challenges associated with the expanded use of new geometric modeling approaches	Best practices for digital manufacturing and electronics	Knowledge capture with digital manufacturing
A collaborative approach to the challenges of new business practices, rising complexity, and increased partner integration	How intelligent templates allow non-experts to use the best practices of their in-house CAE experts	Requirements management as an integral part of an organization's development process
A framework for multi-disciplinary modeling and real-time decision making	Strategies for delivering design/simulation frameworks that meet user needs	Cultural transformation and implementation for PLM

At PLM Road Map 2011: Find out what is really important in PLM today

- ▶ Assess the payoff for Model-Based Systems Engineering with SysML that targets the tight integration of software and hardware.
- ▶ Learn the latest lessons on facilitating geometry preparation for simulation.
- ▶ Find out more about supporting effective collaboration across mechanical, electrical, and software development teams.
- ▶ Get updated on the latest developments from the vendor scorecard assessing the leaders in simulation data management.
- ▶ Understand how PLM systems must evolve to link a growing array of tools across complex databases.
- ▶ Take part in discussions that will help you make a quantum leap in your current thinking about product development.

Why Should You Attend?

It's about MEANINGFUL TRANSFORMATION

How do you develop a meaningful global transformation and implementation framework for your company? At PLM Road Map™ 2011 you will take away a road map of actionable ideas that will enable the meaningful transformation of your enterprise.

It's about INNOVATION

Do you feel vulnerable to competitor innovation challenges and want information on what will be available tomorrow – today? At PLM Road Map 2011 you will have the opportunity to meet with the industry's top solution providers to find out what is available now, and what to expect in the future, allowing you to make innovative choices ahead of the competition.

It's about DRIVING CHANGE

How do you make effective decisions in uncertain times that involve constantly having to deliver more with less? At PLM Road Map 2011 you will develop a clearer understanding of what the future holds so that you can drive change today.

It's about PEER NETWORKING

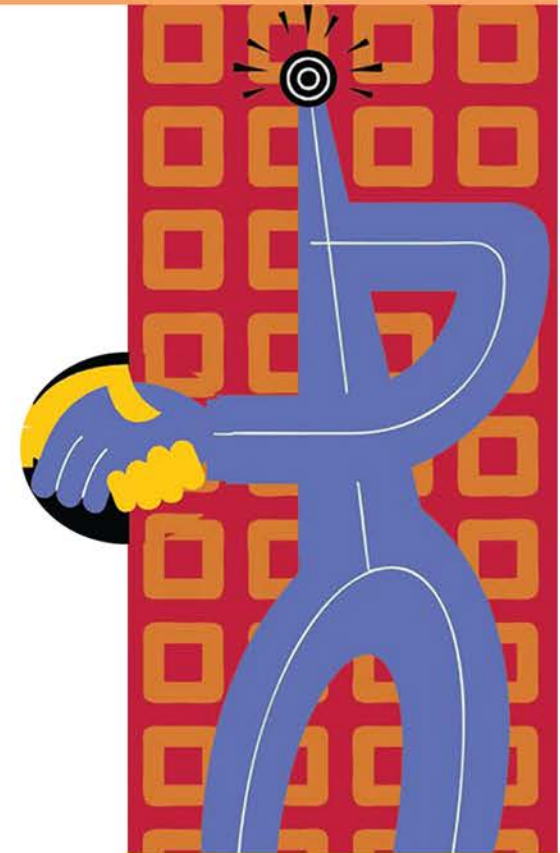
How often are you able to spend meaningful time away from the day-to-day distractions of work while having the opportunity to network with a large group of like-minded peers? At PLM Road Map 2011 you will be given plenty of time to focus on the tough issues while making valuable connections and additions to your peer network that will continue long after the conference ends.

It's about RELEVANCE

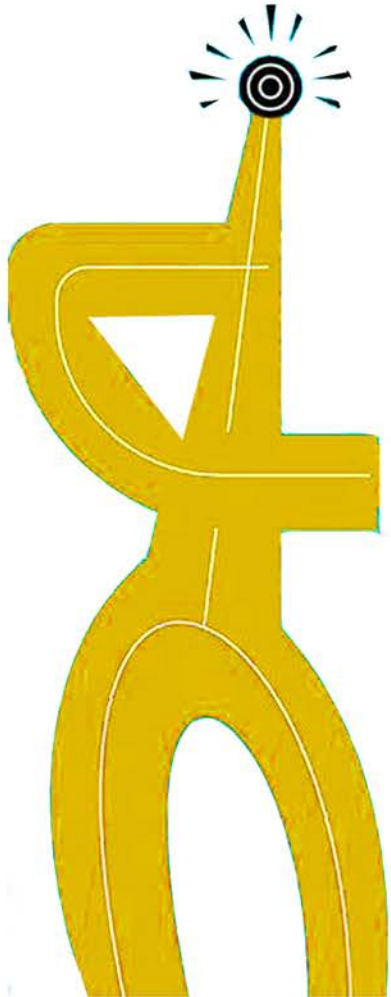
Do you feel that you must be the only person experiencing a specific set of challenges? At PLM Road Map 2011 you will find a wealth of shared ideas and experiences that are relevant to you now.

It's about KNOWING WHO TO TRUST

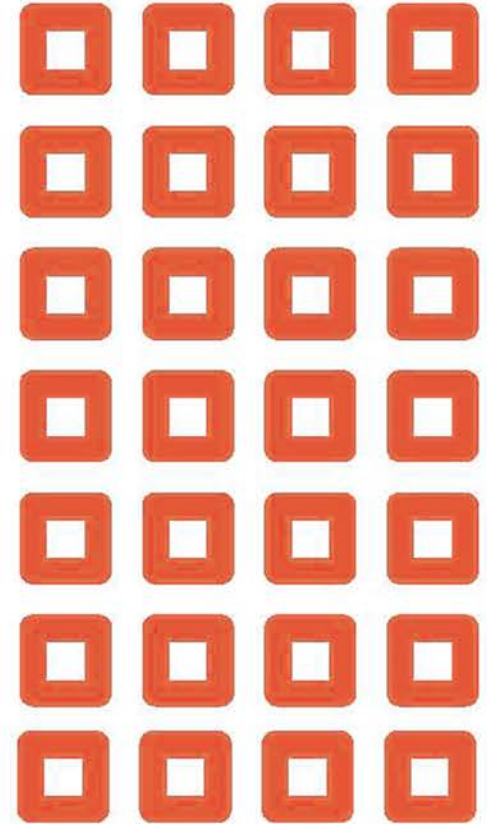
Do you want to find out what others in the industry are discussing, and what topics are top of mind? At PLM Road Map 2011 you will find a wealth of experience from our group of trusted and experienced analysts who are regarded as industry leaders.



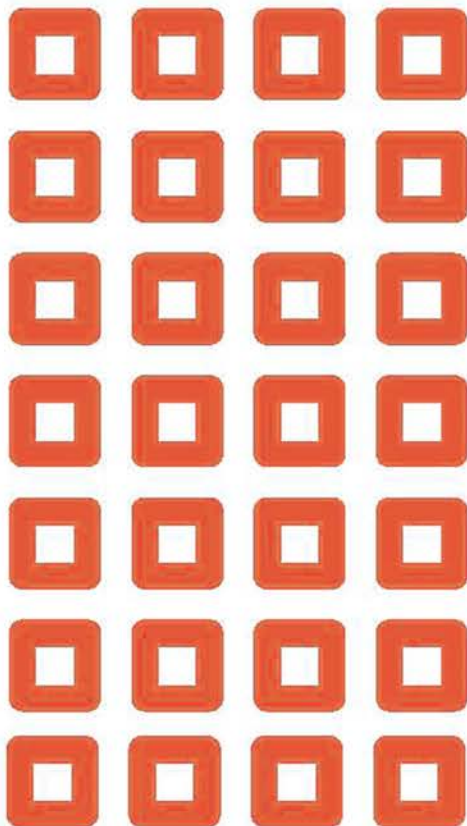
Who Should Attend?



Business Process Modeling Professionals
CAD Strategy Engineers
Chief Engineers
Design and Simulation Experts
Embedded Systems and Software Professionals
Engineering IT Executives
Engineering Managers
Engineering Process Development Managers
Mechatronics Professionals
Process Designers
Product Management Executives
Procurement Managers
Product Portfolio Managers
Systems Engineers



Registration



Online: <https://cpd-associates.com?download=PLMRM11>

E-mail: events@cpd-associates.com

Call: 800-573-4756
+1 251-433-7049 (outside USA)

Fax: Download registration form at: <http://cpd-associates.com/pdfs/PLMRM11.pdf>

Registration Fees

Register by August 26 - take \$300 off your registration
Bring-a-Colleague Discount - take \$300 off each registration*

Full Fare	One Discount	Two Discounts
\$1495	\$1195	\$895

**Bring-a-Colleague Discount applies to both attendees. To qualify you must register at the same time.*

Team Registration

Manufacturing Teams: Take advantage of special pricing when you register five or more people from your team. Offer expires August 26. Call 800-573-4756.

Hotel and Venue Information

The Inn at St. John's, Plymouth, Michigan (12 miles north of the Detroit airport)

Tel: 734-414-0600

Group Rate: \$139 - reserve early, rate expires September 20