

CIMdata Quarterly PLM Market Update

Q2 2014

13 May 2014

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Global Leaders in PLM Consulting
www.CIMdata.com

Our Mission...

Strategic management consulting for competitive advantage in global markets

CIMdata is the leading independent global strategic management consulting and research authority focused exclusively on the PLM market.

We are dedicated to maximizing our clients' ability to design and deliver innovative products and services through the application of PLM.

Our Services...

Creating, disseminating, and applying our intellectual capital



**PLM
Foresight**

**PLM
Leadership**

**PLM
Transformation**

**PLM
Success**

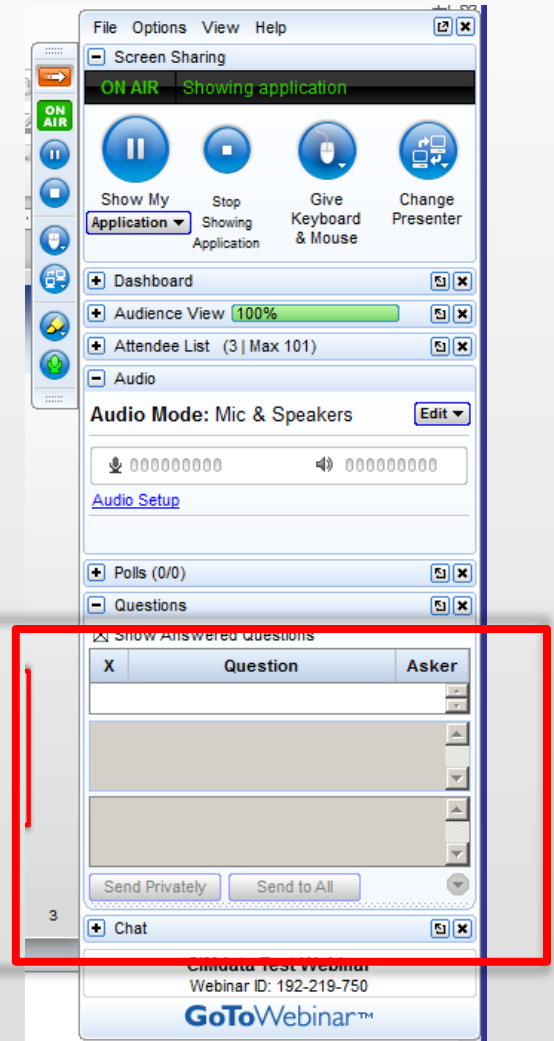
*Delivering strategic advice and counsel
through a comprehensive, integrated set of
research, education, and consulting services*



For Questions

Please use the GoToMeeting chat panel

- We're hoping that the anonymity of the chat window might help participants ask some things they might not otherwise
- If you want to ask a question on the record, we'll certainly let everyone know you're asking
- The most important thing is interaction – let us hear from you on the call



Agenda

Topics for the Q1 2014 Quarterly Market Update Webcast

- Welcome
- Aerospace & Defense (A&D) Action Group
- Update on the European Simulation & Analysis/Systems Engineering Workshop
- PLM Community News
- Q&A

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Aerospace & Defense PLM Action Group

Formation

Established: February 2014

Charter members:



Administered by: CIMdata[®]

Aerospace & Defense PLM Action Group

Mission

An association of aerospace & defense companies within CIMdata's globally recognized PLM Community Program, which functions as a PLM advocacy group to:

- Set the direction for the aerospace & defense industry on PLM-related topics that matter to members
- Promote common industry PLM processes and practices
- Define requirements for common interest PLM-related capabilities
- Communicate with a unified voice to PLM solution providers
- Sponsor collaborative PLM research on prioritized industry and technology topics

Aerospace & Defense PLM Action Group

Membership eligibility

Commercial aircraft OEMs

Defense OEMs – Aeronautics and space sectors only

Aircraft engine providers

Other Tier 1 commercial aircraft suppliers aren't included in the current scope

PLM solution providers cannot be members, but may participate as guest attendees at specific Group meetings in the future

Aerospace & Defense PLM Action Group

Cooperative action

Topics and issues: Priorities set annually

Categories of action:

- Requirements
- Standards
- Research

Guiding principle regarding standards: The A&D PLM Action Group will participate in standards groups and promote standards adoption in support of common industry PLM practices, but will not manage standardization processes or content

Aerospace & Defense PLM Action Group

Contact CIMdata for further information

For further information or to inquire regarding membership
contact CIMdata, Inc.

Charles Ditchendorf, Senior Business Development Manager, c.ditchendorf@cimdata.com

or

James Roche, A&D Practice Manager, j.roche@cimdata.com

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European S&A / SE Workshop

A CIMdata PLM Knowledge Councils Deliverable

- 9 April, Bad Homburg (Frankfurt), Germany
- Inaugural European Workshop
 - Held in the US for several years
- “Bridging the Requirements Gap with Model-Based Systems Engineering”
- Just under 30 attendees
 - Mix of Industrial companies and solution providers



Knowledge Council Workshop

Morning Session Agenda

- Welcome – Gerard Litjens
- Systems of Systems: Way Beyond the Product – Don Tolle
- From Documents to Models: The Vision for Model-Based Systems Engineering (MBSE) – Prof. Martin Eigner
- Networking Break
- Deployment of Model-Based Design for Engine Control at Renault – Dr. Vincent Talon

Knowledge Council Workshop

Afternoon Session Agenda

- Developing an MBSE Framework Based on ISO Standards – Leo van Ruijven
- Panel Discussion: Constructing a Systems Engineering Roadmap
 - ESI – Dr. Fouad el Khaldi, General Manager of Industry Strategy & Innovation
 - LMS (Siemens) - Dr. Jan Leuridan, CEO LMS
 - PTC - Christoph Bräuchle, Business Development Director
 - Esterel Technologies (ANSYS) - Gérard Morin, Vice President Professional Services
 - IBM Rational - Andrew Foster, Senior Offering Manager
- Networking Break
- Knowledge Council Research Findings and Plans – Dr. Keith Meintjes, John Mackrell (remote)
- Closing Comments – Gerard Litjens

Conclusions

Successful, but will address scheduling

- Day was well received by the attendees
- Lot of networking took place during the breaks, many conversations
- Positive responses on evaluations
- Attendance was influenced by Hannover Messe
- Next time possibly schedule during second half of year

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2014 CIMdata Market & Industry Forums

Successful global program for an expanding global PLM market

“The Circular Economy”

- North America: Thursday April 3, 2014
- Europe: Tuesday April 8, 2014
- China: Friday April 11, 2014
- Japan: Wednesday April 16, 2014



Shanghai



Frankfurt



Tokyo



PLM Leadership

Conferences, seminars, and educational programs (1 of 2)



● Speakers at international conferences

✓ Product Innovation, February 2014, Berlin, GERMANY

✓ COFES, April 2014

▪ F&B Innovation Forum, May 2014, Shanghai, CHINA

▪ CM Trends 2014, August 2014, San Antonio, TX USA

▪ Product Innovation, October 2014, San Diego, CA USA

● Webcasts

✓ How to Overcome the Innovation and Strategic Business Alignment Disconnect, May 2014 [Paper available on CIMdata.com](#)

● PLM Road Map™ 2014

▪ October 2014, Detroit, MI USA

[Looking for practitioner speakers](#)

PLM Leadership

Conferences, seminars, and educational programs (2 of 2)



● PLM Community Events

- ✔ A&D PLM Industry Consortium – Q1, 2014
 - Simulation & Analysis Workshop – June 2014
 - Systems Engineering Workshop – June 2014

Rescheduled

● PLM Certificate Programs

- ✔ March 17-21, 2014 – San Jose, CA USA **DONE**
 - May 19-23, 2014 – Boston, MA USA
 - October 20-24, 2014 – Amsterdam, The Netherlands
 - December 1-5, 2014 – Ann Arbor, MI USA

**Slots still open
for all classes**

2014 Quarterly Market Update Webcasts

A key deliverable of your PLM Community membership – Mark your calendar!

- ✔ February 11, 2014
- ✔ May 13, 2014
- July 15, 2014
- October 28, 2014
- Recordings will be available!
(Not for the future, that would be silly!)



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Q&A

Let's hear what's on your mind?



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