design @nywhere, manufacture @nywhere

a two-day international conference on virtual product development collaboration — around the clock, around the world — for speed and cost advantage

Learn:

- **To make strategic design decisions and determine economic value**

- **Which enabling technologies and implementation architectures will work for you**

- **About knowledge management, communication, workflow, and incentives for virtual teams**

- **Outsource and alliance management approaches for the Internet age — what works, what doesn't**

- *How to be agile — yet maintain control*

**October 16-18, 2000
San Diego**

www.ManagementRoundtable.com

The MANAGEMENT ROUNDTABLE

Background

While technology and the Internet are making it increasingly possible – and necessary — to conduct global business electronically on a 24/7 schedule, the complexity is staggering. In product development, not only are different functions and different organizations collaborating across dispersed locations, the information being shared is proprietary, drawing-based, and ever-changing.

Yet the potential to reduce cycle times and costs (while leveraging your organization's core strengths) has never been greater.

With so few limits and boundaries, how do you keep it simple? How do you stay flexible enough to make rapid switches as needed without causing chaos?

Management Roundtable's International Conference on **Design Anywhere, Manufacture Anywhere** will bring together leading experts and practitioners — from large and small organizations, legacy and new, from the US and abroad — to discuss the strategic design decisions, the cultural issues, and the infrastructure/IT requirements that enable both agility and control.

Who Should Attend

This conference will be of most value if you are a **VP, Director, or Manager** of **Engineering, Product Development, Manufacturing, IT, Operations, Finance, Quality, Sourcing or Supply Chain** —from electronics, computer, telecommunications, automotive and aerospace and related industries.

It is recommended for companies seeking speed, better resource allocation, and cost-savings — whether you outsource, partner or are contracted by others.

Multinational or geographically dispersed teams who attend together will have special opportunities to receive advice and coaching from the pre-conference workshop faculty* as well as flexible pricing. Please call 800-338-2223 for details.

see page 3

"
Easily exceeded my expectations."
Mark Salazar
Director
Ion Systems

About Management Roundtable

Management Roundtable is the leading user-oriented authority on product development. Independent and unbiased, we bring together thought leaders and business practitioners whose common purpose is to define, develop, and deliver customer value — with minimum waste and maximum flexibility.

Founded in 1980, our focus is on sharing product development techniques, processes, discoveries and tools that generate innovation, customer value and faster response.

Our capabilities include conferences, workshops, on-site training, newsletters, research reports, referrals, introductions among practitioners and experts, and online publishing. Visit our website for more information: www.ManagementRoundtable.com

Special Group Bonuses

Teams with 5 people or more receive:

1. Discount of $100 per person on the two-day conference fee. Teams of 7-10 receive a discount of $200 per person.

- PLUS -

2. Option of complimentary half-day Executive Planning Session on "Value Mapping" with David Howells of CSC (see description on page 6) or any of the pre-conference workshops offered on pages 5-6 at half-price

3. Complimentary dinner at a San Diego restaurant for the largest team pre-registered for the conference

All teams of 3 or more receive a discount of $100 per person on the 2-day conference fee. Team members need not be from the same organization to qualify.

Teams of 11 or greater, please call 800-338-2223 or 781-891-8080 for pricing.

Management Roundtable is a living portal of knowledge and networked relationships to help executives and management filter choice for finding solutions."

Michael Blicher
Director of Cross Group Modules
Magna International

☑ Key Benefits

By participating in DAMA, you will learn:

- How to decide where to physically design or make a product. How to assess the financial, quality, and/or time-to-market trade-offs.

- Whether to outsource – and to whom.

- How to share key knowledge while protecting intellectual property.

- How to incentivize and build trust among potentially competing organizations — even from different cultures

- How to manage who has access to sensitive information, both technically and politically.

- Which systems and applications to use – especially when working with multiple partners and contractors. How to ensure interoperability.

- How to communicate product definition accurately throughout the supply chain. What tools facilitate visualization and consensus.

- How to make the transition from co-located to distributed. What work patterns must change; how to compensate for lack of "face time."

- How to make sure that a product designed in one country can be made in another. What standards and protocols should be followed.

- How to overcome time and language barriers, as well as system incompatibilities

- How to take advantage of secure, neutral data-sharing zones and net marketplaces.

- About the current capabilities and limitations of technology and the web; the pros and cons of commercial solutions versus homegrown; how "CPC" fits into the bigger IT picture

Agenda

Pre-Conference Workshops

8:30-12:00	A) Collaborating in Cyberspace: Managing Co-Wired Teams, *Scott Elliott, PDC*
	C) Global Product Development: Bridging the Cultural Divide, part 1, *Jerry McColgin*
12:00-1:00	Lunch
1:00-4:30	B) Enabling Technology for Virtual Collaboration with Contractors and Partners, *Mark Silvestri, Lifecycle Solutions*
	C) Global Product Development: Bridging the Cultural Divide, part 2*, Jerry McColgin, McColgin Consulting*
1:00-5:00	D) BONUS SESSION: Value Mapping (for teams of 5 or more), *Dave Howells*, CSC
5:00-6:30	"*One World, One Market*" *Welcome Reception*

Strategic Overview

8:15-8:30	Welcome, *Management Roundtable*
8:30-8:45	Overview, *Dave Howells, Partner, Supply Chain Solutions -Product Collaboration, CSC*
8:45-9:45	Keynote: *Mel Friedman, Sun Microsystems*
9:45-10:30	Collaborative Design Initiatives for Rapid New Product Development, *Shakil Ahmed, IBM Corporation*
10:30-11:00	*Break*
11:00-11:45	Design for the Supply Chain, *Roy Vallee, CEO, Avnet*
11:45-1:15	*Lunch* (with Breakout Discussions)
	1. Time Collaboration, Sanjeev Gupta, *Speed to Market*
	2. Implementing Product Lifecycle Management, Brent Mitchell, *Ceimis*
1:15-2:15	Managing Alliances Across Borders, *Srini Rangan, author Strategic Alliances: An Entrepreneurial Approach to Globalization*

Making Collaboration Work

2:15-3:15	Accelerating PD through Virtual Collaboration, *Bob Thomas, Andersen Institute for Strategic Change* and *Scott Ekman, Sun Microsystems*
3:15-3:45	*Break*
3:45-4:30	Sharing Data when Collaborators Also Compete, *Dr. Robert Carman, Boeing*
4:30-5:30	Collaboration and Technology
5:30-7:00	*"Rock Around the Clock" Reception with Speaker Roundtables*

Track One: Organizational and Business Issues - Moderator: Dr. Scott Elliott, PDC

8:15-8:30	Overview - *Dr. Scott Elliott, PDC*
8:30-9:15	Outsource versus Inside Build, *David Gunderson, FlukeNetworks*
9:30-10:15	Partnering for Design Services, *Jenny Ryan, Celestica*
10:15-10:45	*Break*
10:45-11:30	Intellectual Property Sharing, *Welton Washington, Dow/Concepture*
11:30-12:15	Virtual Collaboration, Community and Culture, *Andrew McGrath, British Telecommunications PLC*

Track Two: Implementation Architectures and Interoperability Models - Moderator: Mark Silvestri, LCS

8:15-8:30	Overview - *Mark Silvestri, Lifecycle Solutions*
8:30-9:15	PDM, Web Development and System Integration in a Rapid Cycle Environment, *Doug Speidel, Seagate*
9:30-10:15	Parallel Design Across the Globe, *Bob Berk, Ford Motor*
10:15-10:45	*Break*
10:45-11:30	Collaboration and the Internet, *John Sheridan*, *NCMS and Bill Neill, Hewlett-Packard*
11:30-12:15	Standards for Interoperability, *Ram Sriram, NIST*
12:30-2:00	*Lunch (with Breakout Discussions)*
	1. NCMS E-Commerce Survey Results, *John Decaire, NCMS*
	2. No 'e' Required, *Mark Strom, PRTM*
	3. Keeping Your Dispersed Teams Working as a Team, *Preston Smith, New Product Dynamics*

Best Practices for Agility and Growth

2:00-2:45	The SuperTeam Approach, *Gary Lenik, Pairgain Technologies*
2:45-3:30	Managing the Virtual PD Organization, *Mike Oliver and David Roach, Navitrak International*
3:30-4:00	Wrap-Up, *Dave Howells, CSC*

(Agenda is subject to change)

Pre-Conference Workshops - Monday, October 16

8:30 - 12:00 WORKSHOP A
Collaborating in Cyberspace – Managing "Co-Wired" Teams

Internet tools enable you to collaborate in ways you didn't dream of 10 years ago. Despite these advances, your time-to-market and total return from projects has not improved significantly. Why not? Because you are probably managing your new product development projects exactly the way you managed them in your old co-located, self-contained enterprise.

To benefit fully from the new technologies and the new economy, you may need to re-engineer your management system. **Following the principles and steps of this workshop, your company can gain a competitive advantage in speed and cost as you move to a distributed, collaborative product development environment.**

Agenda

1. Changing the way you lead in a "co-wired" environment.
    a. Management behavior changes
    b. Incentive changes
    c. Providing virtual meeting space and protocols
2. Avoid the "Tyranny of Core Competency"
    a. What does the customer value?
    b. Shopping the world for competency
    c. Concurrent supply chain development
    d. Building "co-wired" partnerships
3. Managing "knowledge inventory"
    a. Coordinating distributed NPD efforts
    b. Knowledge inventory "velocity"
    c. Managing knowledge constraints and bottlenecks
    d. "Co-wired" project management and metrics
4. Steps to achieving a successful "co-wired" environment

Examples from industry will be used.

Dr. Scott S. Elliott *has been a teacher, researcher, senior manager and consultant in the electronics industry for 30 years, most of the time as a technology manager with Hewlett Packard. He has managed small and large R&D and manufacturing departments and a wafer manufacturing facility, and has published many papers on technical and management subjects. Currently, he is a Principal with Product Development Consulting, Inc., specializing in collaborative design and development, design for the supply chain, and R&D portfolio management.*

1:00 - 4:00 WORKSHOP B
Enabling Technology for Virtual Collaboration with Contractors and Partners

The mantra of the modern business environment is "exploit your expertise, and outsource what is not." For the most part, in today's environment this means a great deal of express mail, disjoint design and manufacturing processes, and a plethora of corrective actions. This does not have to be!

This workshop will focus on the methods, tools and technology available today that, if applied appropriately, will optimize interoperability within your own organization and the extended design and manufacturing community. By participating, you will:

- Learn the types of transactions that can be accomplished easily and those that are a resource sink.
- Gain understanding of the system architectures required to effectively perform collaborative transactions.
- Review collaborative products available in the market.
- Learn security approaches for your corporate design knowledge.
- Survey the existing and emerging standards for virtual collaboration environments.
- Consider trade restrictions and intellectual property rights.
- Review examples of successful global collaboration.

Agenda
1. Introduction to Design Anywhere, Manufacture Anywhere
2. Types of Collaborative Transactions
3. Architectures to Support Collaborative Transactions
4. Products to Support Virtual Collaboration
5. Standards to Consider
6. Security, Protecting Intellectual Property Rights, Import/Export Restrictions
7. Examples of Successful Global Virtual Collaboration with Contractors

Mark Silvestri *is President and Co-founder of Life Cycle Solutions, Incorporated (LCS), a world-recognized PDM consulting firm dedicated to helping organizations and vendors in understanding and leveraging the benefits of PDM solutions. Mr. Silvestri has over 16 years experience in CAD/CAM/CAE and PDM. He also has detailed knowledge of the STEP ISO10303 and ISO9000 standards. In addition, Mr. Silvestri is author of many articles and has been an invited speaker at meetings, workshops and conferences.*

Pre-Conference Workshops - cont…

8:30 - 4:30 WORKSHOP C
Global Product Development: Bridging the Cultural Divide

In this age of globalization, the luxury of having centralized, co-located, cross-functional teams may have passed. How do you effectively handle the diverse cultures and needs represented by a global team?

In this one-day workshop you and your peers will have the opportunity to cover the following key issues:

- What are the critical success factors in a global product development effort?
- The unique characteristics of a global team
- Working with outsourced partners
- The attributes of a successful global team leader
- Recognizing, understanding and dealing with cultural differences across the team
- Enhancing team rapport and communication
- How to satisfy global and local consumer needs simultaneously
- Ensuring management buy-in across different organizations
- Pitfalls to avoid

This workshop will be a combination of lecture, case-studies, hands-on exercises and group discussion about the intricacies of global product development. By participating, you will better understand your organization's unique requirements as well as the specific tools and approaches that can help you meet them.
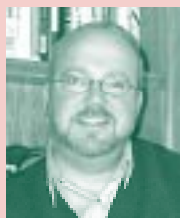
Jerry McColgin is the founder and principal of McColgin Consulting, a firm which provides "a balanced approach to product development." Jerry has worked with a number of clients across several different industries both domestically and internationally (Latin America, Europe, Asia). Jerry has experience in dealing both with dedicated, co-located (in-house) teams as well as part-time, geographically dispersed teams representing multiple companies. Prior to launching McColgin Consulting, Jerry spent 15 years in industry most recently at Whirlpool Corporation where he led a variety of global project teams to successful product launches.

" *…provided perspectives and measures that will help in influencing business transformation."*
Kathy Whitcher
Engineer
Hewlett-Packard

BONUS SESSION D - 1:00 - 5:00
Complimentary for management teams of five or more — limited to 4 teams on a first-come, first-served basis

One of the key reasons to attend Design Anywhere, Manufacture Anywhere is to improve your collaborative product development process – which by definition involves gaining alignment among the people who will be sharing information. This pre-conference session will enhance your overall learning experience; it will set you up to derive maximum benefit from the rest of the program while preparing you for implementation back at your organization.

Value Mapping:
An Executive Planning Session

This exclusive session is designed for at least 4-5 senior managers from across the organization to come together in preparation for a Collaborative Product Commerce (CPC) initiative. The objective of the session is to leave with a working model for the integration and alignment of your company's business and CPC technology strategies. You will also leave with a relationship model that links the company's vision to business objectives, strategic imperatives and CPC initiatives.

The format includes breakouts and activities for each team with the following work flow:

Situation Awareness
Strategic Alignment and Integration — decompose key objectives
High-level Economic Prioritization – determine the expected value returned to the company of the CPC investment, direct and indirect cost benefit
Value Mapping – Map the trade-offs in a 4-Square- Economic Value vs Strategic Competitiveness

Note: A pre-work assignment will be given to teams who register for this session. Recommended participants: VP Engineering, VP Operations or COO, VP Procurement, CIO, CFO, CEO

Session Leader:
David Howells. Partner, Supply Chain Solutions – Product Collaboration, CSC

Mr. Howells is a Partner for CSC Consulting and Systems Integration Supply Chain Solutions Practice where he has worked since 1994.   His career has focused on the impact of collaborative product and process definition and use across the supply chain. His industry background includes 18 years in the areas of: design and development engineering, manufacturing, and information systems / data management experience with a Fortune 100 company. Clients have included Toyota, Lexmark International, British Aerospace Military Aircraft Division, Lockheed Martin Tactical Aircraft Systems, Groupe Schneider, and SDRC.

Register online: www.ManagementRoundtable.com

The Program

KEYNOTE: Working with Global Partners to Ensure End-Customer Quality

Mel Friedman, Corporate Quality Officer, Sun Microsystems, Inc.

As Corporate Quality Officer for Sun Microsystems, Inc., Mel Friedman is responsible for driving Sun's "Six Sigma" program, as well as all quality and availability initiatives across the corporation. Friedman was previously president of Sun's Microelectronics business unit and vice president of Worldwide Operations for Sun's Computer Systems division. His background and experience in design, supply management, materials, manufacturing and delivery is extensive. In this presentation, Friedman will discuss how his team drove numerous key initiatives focused on market competitiveness and customer satisfaction and established Sun's leadership position in high quality, cost effective product delivery.

Collaborative Design Initiatives for Rapid New Product Development

Shakil Ahmed, Director, IPD Process Management, IBM Corporation

This presentation will describe IBM's efforts in establishing a framework and collaborative development initiatives to accelerate time to market introduction of new products. Leveraging its global network of suppliers and business partners, IBM is advancing a set of organizational, business process, and tool intitiatives to significantly improve its development effectiveness. Several initiatives will be described including its outsourcing collaborative process for contract manufacturers and suppliers to enable working together across a global enterprise to reduce cycle times. These efforts over time have realized a 50 % reduction in required development expense, a 70 % reduction in time to market across very complex development projects , a 30% reduction in warranty costs and close to one billion dollar reduction in product costs.

Design for the Supply Chain

Roy Vallee, Chairman and CEO, Avnet, Inc.

An engineer's worst enemy is time – or the lack of it. Time to design a new product, to build a prototype, to get the right components to the right place when and where they're needed. Time to innovate, and to excel. In the age of 'E,' to be first, you have to be fast— and cost-effective. The cost of the end product is determined at the design phase through device selection. In today's design anywhere, manufacture anywhere environment, that means designing for the supply chain.

Managing Alliances Across Borders

Dr. U. Srinivasa Rangan Associate Professor of Strategy and International Business, Babson College, Co-author of *Strategic Alliances: An Entrepreneurial Approach to Globalization*

In the highly competitive global arena, companies that do not forge strategic international partnerships will be left behind. Today, the old joint venture has given way to a new, more entrepreneurial globalization process. Drawing from the examples of successful as well as unsuccessful alliances in several industries, Dr. Rangan will offer a road map for forging and managing these entrepreneurial relationships. He believes that the greatest challenge for top executives lies not in initiating such partnerships, but in continuously developing organizational process innovations to manage a global network of dynamic alliances.

Data Sharing When Collaborators Also Compete

Dr. Robert Carman, Program Manager, Boeing Canoga Park

Benefits from leveraging the web to create virtually collocated teams in both design and manufacturing will be discussed. These benefits can be very great indeed when business practices are flexible enough to cope with these new opportunities. Dr. Carman will provide examples from two specific projects drawn from a breadth of experiences gained while working within a dozen different consortia. These examples will illustrate how current business approaches, organizational structures and even involvement of normal competitors, can provide the right combinations for profound change. Key elements of the IT infrastructure and a vision for the future (based upon these experiences and work within the Technology for Enterprise Engineering Consortium) will be discussed.

Track One: Organizational and Business Decisions
Moderator: Dr. Scott Elliott, Product Development Consulting

Outsource Versus Inside Build: A Financial Analysis
David Gunderson, Project Manager, FlukeNetworks

David Gunderson will discuss the financial analysis he conducted for FlukeNetworks in deciding whether to outsource the design/manufacture of a subsystem or build it inside. With senior management placing great pressure to forecast a better cost to price ratio, Gunderson, in his role as project manager, looked at all the major subsystems to determine the best approach to reducing cost and ensuring quality.

After analyzing parts, labor, and

burden costs, depreciation of new capital equipment, and inside design costs (mostly opportunity costs because existing staff would do this work), he did a spreadsheet and NPV calculation of the difference between inside and outside sourcing.

Find out how the analysis was done—what the long-term financial implications were – and how the numbers and the organizational reality stacked up in the end.

Partnering for Design Services: Achieving Fast Time-to-Market
Jenny Ryan, General Manager, Celestica Design Center

If time-to-market requirements have led you to look outside your virtual "four walls," to a design services organization, this interactive, real-world presentation will provide a roadmap for creating a successful partnership. It will review the material from both the contractor and customer perspective, and the technology considerations that can make or break the relationship, including:

- What to look for in a design partner.
- What processes to set up at the outset of the relationship.
- What to expect, not to expect from that relationship.
- How to help the relationship grow and produce greater results.

Intellectual Property Sharing
Welton Washington, Program Executive, Concepture

Learn how CONCEPTURE, a business unit of The Dow Chemical Company, uses various approaches to protect its intellectual property while maximizing value for The Dow Chemical Company and its customers.

Programs that create the most value for CONCEPTURE and its customers are ones that are very early stage. Examples will be given of how this

early stage risk is managed and how ultimately all parties gain their desired outcomes.

Some concepts discussed will be:

- Letters of Intent
- Joint Development Agreements
- Value Sharing

'all that is solid melts into software'
Virtual Collaboration, Community and Culture -
Andrew McGrath, British Telecommunications, PLC

The Forum is an on line collaborative working environment at British Telecom which aims to bring people together both informally and formally. It is designed to allow people who *should* meet each other to do so easily and naturally, and provides the means for them to have richer online meetings. Using Symbolic acting for sense making and implied navigation for serendipitous encounters the Forum brings people together to communicate, share data and collaborate in an environment designed to foster a sense of presence. Drawing on feedback from user trials and lessons learned from earlier work, Andrew will describe how BT might scope a system where the power, ease and familiarity of co-located interaction may be (at least partially) subsumed into collaborative software environments.

Track Two: Implementation Architectures and Interoperability Models
Moderator: Mark Silvestri, Lifecycle Solutions, Inc.

PDM, Web Development and System Integration in a Rapid Cycle Environment
Doug Speidel, Senior Director, Engineering Information Systems

With over 3000 new design documents released every month, tight management of the design process is imperative at Seagate Technology, a data storage device manufacturer which uses design data from around the

world. For the past 2 years Doug Speidel has been responsible for the design, development and implementation of the Corporate SeaLink Project which includes PDM, web development and system integration.

Currently he is working on the second phase implementation that will greatly enhance the system capability in the areas of information management, change management, configuration management and system integration. The goals are to eliminate human intervention – which can slow down processes and introduce errors – and to enable the "Virtual Design Center", letting development occur around the clock and around the world.

In his presentation, Doug will discuss:

- How Seagate achieves consistent data, version control, change management, traceability, and automated product release processes through a combination of in-house tools and commercial systems.
- Alignment to "off the shelf" system capability with the goal of minimizing customization and increasing the speed of implementation
- How work flow and technology are synchronized, including communication and "people" issues
- Integration of disparate software systems and applications

Parallel Design Across the Globe
Robert Berk, Infrastructure Manager, FORD MOTOR

Ford Motor is doing more than just operating continuously depending on where the sun hits the globe – collaborative engineering applications literally drive its R&D efforts. Bob Berk is responsible for managing the systems infrastructure of Ford's well-known C3P (CADCAM/CAE and Product Information Management) program which ties together part-makers and designers from the US to Japan to Sweden— using Intranet internally and ANX with suppliers who are integral to design process.

He will discuss how Ford:

- Shares design data with its various components and suppliers
- Informs users of changes to designs of interest to them
- Designs parts in parallel using shared design applications
- Prototypes and visualizes; detects potential design incompatibilities early
- Handles systems infrastructure worldwide

Convergence of Collaboration and the Internet
John Sheridan, Executive Director, InfoTEST and Bill Neill, Hewlett-Packard

This presentation will discuss both HP's experience and the InfoTEST story. From HP's perspective, it will cover the convergence of collaboration and the Internet in an emerging capability called "e-services." Bill Neill will share lessons learned from InfoTEST and data from HP's customer self assessment tool.

John Sheridan will cover how the National Center for Manufacturing Sciences and InfoTEST International (the IT sector within NCMS) joined with H-P and Caterpillar to evaluate the business value of conducting secure collaborative engineering over the Internet. He will discuss security, extranet performance, business controls and development in heterogeneous environments.

Standards for Interoperability
Ram Sriram, Goup Leader, Engineering Design Technologies, National Institute for Standards and Technology

In the emerging Internet-based engineering marketplace, engineers, designers, and manufacturers from small and large companies are coming together to participate in RFQs (requests for quotes), create supply chains, and form virtual enterprises to more efficiently satisfy customer needs.

In this talk, Ram Sriram will discuss how standards can make the above

"design anywhere, manufacture anywhere" vision happen. The talk will explore various kinds of standards for interoperability among traditional, knowledge-based, and immersive CAD systems. Current standards, such as STEP (Standard for the Exchange of Product model data) developed by the International Organization for Standardization (ISO) TC 184/SC4, and future knowledge-based standards for the capture, exchange, retrieval and reuse of engineering product development data and knowledge will be discussed. Case studies, showing the benefits of using standards for exchanging data, from the aerospace and the automobile industries will be presented.

The SuperTeam Approach
Gary Lenik, Director of Materials, PairGain Technologies

Virtual manufacturing allows supply chains to excel by enabling individual supply chain members to focus on their core competencies and - ideally - create a whole that is more responsive than the sum of the parts. If managed well, all members of the process succeed. If managed poorly, risks are unevenly shared, and supply chain partners can become unwilling participants. PairGain's SuperTeam approach to virtual manufacturing provides all members with two essentials: the technical capabilities to support communication and collaboration, and the financial incentives to support team success. In this presentation, Gary Lenik will describe both the technical and financial sides of the SuperTeam strategy – a strategy that has saved millions of dollars over the past two years.

Managing the Virtual Product Development Organization
David Roach, Product Manager and Mike Oliver, VP Operations, Navitrak International

Navitrak International Corporation, a

provider of GPS products and services, was founded in 1995 as a virtual R&D organization to take advantage two major trends (a) the growing worldwide market for GPS technologies and (b) the scarce supply of technical skills in this area. The company has transitioned from a virtual R&D organization to a product organization, with multiple strategic alliances and a core group of management and technical skills.

Learn how this organization:

- Develops and retains core intellectual property
- Builds, maintains and manages the network
- Manages growth utilizing a virtual network
- Implements the same management techniques during the transition to high volume products
- Creates a winning team from a remote geographic location

Network, Relax and Reinvigorate in San Diego

DAMA is an exceptional learning opportunity in an exceptional setting that's conducive to establishing important business contacts, gaining a fresh perspective, and motivating your team.

In addition to the presentations, there are special luncheon breakout discussions and two evening receptions in which to meet informally with the speakers and your colleagues. The "One World, One Market" and "Rock Around the Clock" receptions offer speaker roundtables, exhibits, food, drink and interesting conversation.

All activities take place at the casual, oceanside San Diego Hilton Beach and Tennis Resort in Mission Bay Park, 10 minutes from San Diego Airport and close to the world-renowned San Diego Zoo, Sea World, Old Town Historical Parks and Marina Village Shops. Sailing, golf, tennis, health club and spa are all on premises or nearby. Bring your team (or your family) and you'll find that business and pleasure can mix after all!

Luncheon Discussions

Tuesday - October 17

Time Collaboration: When to Do What? - Sanjeev Gupta, CEO, Speed to Market

We all know that in the "design anywhere manufacture anywhere" world of virtual teams and distributed decision making, collaboration is everything. However, what we see more often is conflict and chaos, rather than collaboration. Why? Current solutions focus on content collaboration, but ignore the more fundamental issue -time collaboration. Unless all parties are synchronized, when to do what despite constant flux, promise of collaboration will remain only a promise. Sanjeev Gupta will discuss a breakthrough approach to achieve time collaboration using industry examples.

Implementing Product Lifecycle Management: A Case Study

A Fortune 500 Electronics company executive will be a feature presenter describing the business reasons and benefits behind implementing the Ceimis Magik!™ Product Lifecycle Solution. You will learn how to approach a large-scale project and the expected benefits derived. The presenter will take you through his definition of Product Lifecycle Management. This will include Quality Deployment, PDM, CAD, and after-market support.

Long Distance Collaboration Over the Internet - Steve Wolfe, Publisher, *The CAD Report*

Join a discussion with Steve Wolfe, Publisher of *The CAD Report* and *Rapid Prototyping Report*, about the various tools and approaches for prdouct development collaboration over the web.

Wednesday - October 18

e-Commerce Manufacturing Market Research Results - John Decaire, President, NCMS

A market research survey was conducted to assess the business readiness of North American manufacturers for adoption of sophisticated supply chain integration tools and new types of e-commerce mechanisms. This effort, sponsored by the National Center for Manufacturing Sciences and Global Commerce Systems, Inc., focused on smaller manufacturers. The survey produced notable insight about the readiness for online commerce, and customer resistance to current B2B exchange approaches. These insights were used by NCMS and GCS to develop an alternative business approach. Find out how NCMS plans to integrate and optimize inter-enterprise trading activities across multiple enterprises.

"No 'e' Required?" - Mark Strom, Partner, PRTM

eBusiness (especially B2B) is all the rage—the hype continues at a furious pace. In the product development world, the buzz is around "collaborative development" and similar phrases. The Web is the key I.T. enabler of this vision. But there are a few complications. First, the product development I.T. space is not at all a mature market, and actual capabilities are well behind the vision. More importantly, it's far too easy to get caught up in the "e" and to forget the organization, processes, and practices required to achieve deep collaboration across a development chain. This discussion explores the future of collaborative development and what can be done now, "e" or not, to realize competitive advantage from a distributed development model.

Keeping Your Dispersed Team Working as a Team - Preston Smith, New Product Dynamics and
co-author of *Developing Products in Half the Time: New Rules, New Tools*

Fueled by corporate fragmentation, outsourcing opportunities, and offshore manufacturing options, product development teams are increasingly likely to be spread around the globe. This 21st-century reality can destroy team performance. In this breakout/presentation, Preston Smith will clarify the essentials of keeping your team pulling together and illustrate the pros and cons of various tools for improving team communication, trust, and decision-making speed.

Supporting Organizations

REGISTRATION FORM

Please accept the following registration(s) for:

- ❑ 2-day conference (October 17-18)
  - ❑ Pre-conference **AM** Workshop A: *"Collaborating in Cyberspace"*
  - ❑ Pre-conference **PM** Workshop B: *"Enabling Technology for Virtual Collaboration"*
- **OR** ❑ Pre-conference **Full-Day** Workshop C: *"Global Product Development"*
  - ❑ Bonus Workshop D: Value Mapping (teams of 5+ - first come, first served)

Photocopy this form for additional registrants - please type or print clearly

1. Name (Mr/Ms) _____

Title _____

Company _____

Address _____

City _____

State _____ **Zip** _____

Country _____

Phone _____

Fax _____

E-mail Address _____

❑ I can not attend, please send me ___ conference handbooks with case studies, data, all handouts and more at $398/each (to be shipped 3 weeks after the event)

Others from my company who will attend:

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Groups of 3 or more may deduct $100 per person. Groups of 5 or more receive additional bonuses *(see page 3)*, and groups of 7+ may deduct $200 per person. Please call 781-891-8080 for groups of 11 or more.

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Half-day workshops are held Monday, October 16. The fee for each half-day pre-conference workshop is $395 with the conference ($595 alone) and includes breakfast, lunch, reception and all materials. The fee for the full-day workshop or 2 half-day workshops is $790 with the conference (or $995 alone). *Teams of 5+ may attend at half price.*

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The conference will be held at the Hilton San Diego Beach and Tennis Resort. Call 1-800-HILTONS or 619-276-4010 for room reservations. Please mention Management Roundtable to receive a special rate (we have a limited block of rooms).

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