# 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**

**The MANAGEMENT ROUNDTABLE**

## www.ManagementRoundtable.com

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**Supporting Organizations**

| | | | | | |
|---|---|---|---|---|---|
| Computer-Aided **ENGINEERING** | **ncms** National Center for Manufacturing Sciences | CMP **ELECTRONIC** BUYERS NEWS | *Speed to Market* | **iDe** | **CEIMIS** MAGIK! |
| www.caenet.com | www.ncms.org | www.ebnonline.com | www.speedtomarket.com | www.ide.com | www.ceimis.com |

# 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

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|---|---|
| 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

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|---|---|
| 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)*

# 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.

# 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.**

# ☑ 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 market-places.

- 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

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## October 16-18, 2000 ● San Diego, CA

# 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:

**2.** ❑ 2-day conference ❑ Workshops: ❑ A ❑ B ❑ A&B ❑ C only or ❑ D (pm)

**Name** (Mr/Ms) _____

**Title** _____

**Phone** _____ **Fax** _____

**E-mail Address** _____

**3.** ❑ 2-day conference ❑ Workshops: ❑ A ❑ B ❑ A&B ❑ C only or ❑ D (pm)

**Name** (Mr/Ms) _____

**Title** _____

**Phone** _____ **Fax** _____

**E-mail Address** _____

## Payment Method (Amount $ _____ )

❑ Check enclosed, payable in US funds to *Management Roundtable*

❑ Please bill my ❑ [VISA] ❑ [MasterCard] ❑ [AMERICAN EXPRESS] ❑ [DINERS CLUB]

Account # _____ Exp. _____

Signature _____

❑ Please bill my company, PO# _____

## Registration Code: WEB DOWNLOAD S

## Conference Fee:

**SAVE $200** The registration fee is $1295 /person for the two-day program until August 31, 2000. After September 1, the fee will be $1495. Fee includes program materials, luncheons, 2 receptions, continental breakfasts, and refreshment breaks.

## Team Discounts:

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.

## Pre-Conference Workshop Fees:

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.*

## Hotel & Travel Accomodations:

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).

*Skyline Travel is the official travel agency of Management Roundtable. To take advantage of discounted reservations, please call (800) 255-3330 and mention Management Roundtable.*

## No-Risk Guarantee:

Your satisfaction is 100% guaranteed – money-back or credit.