

PLM2010

Product Lifecycle Management

21-23 APRIL • MILAN

Produced and conducted by WIS, publisher of SAPinsider, with permission from SAP AG

55+ SESSIONS
SPANNING
4 TRACKS



Strategies, best practices, updates and skills development for teams that use, evaluate, deploy and support SAP® solutions for:

- Bills of materials
- Project and portfolio management
- Variant configuration
- Data management
- Documentation management
- Engineering change management
- Phase-gate process improvements
- Collaboration and partner enablement
- PLM implementations
- Product packaging
- Specifications
- Recipe management
- Reporting tools and analytics

www.plm2010.com/milan





In a world of accelerated change, organizations must quickly and consistently respond to new product, market, and customer conditions. Also, as world economic instability continues, companies must identify targeted investments that deliver immediate gains, while positioning them for future growth. Profitability hinges on innovation, efficiency, and responsiveness within one's own enterprise and across a fluid web of partners, suppliers, outsourcers, and customers. Companies must therefore invest to balance the bottom line today with opportunities that can be extended and protected over time.

To execute on these strategies, organizations must be able to deploy processes that both transcend and leverage traditional applications, while innovating in increments that do not cripple them financially during unstable times. They must be able to sense, analyze, and respond, at a moment's notice, to changes at diverse nodes in their business: a shift in customer demand in a far-flung country, a disruption in material supplies, or a line shut-down at a manufacturing plant. Organizations must also gain insight into their extended ecosystem to proactively diagnose and optimize their operations and expand their reach, preventing competitors from leapfrogging them in the marketplace.

These topics will be explored at the 2010 conferences for product lifecycle management, logistics and supply chain management, manufacturing, and procurement. This is an opportunity to hear how SAP supports these new paradigms by combining a diverse portfolio of solutions and industry-specific best practices to drive insight into action within today's organizations. We will also demonstrate how targeted incremental investments today can solve real business problems while ensuring little or no fragmentation with your existing or future investments. I hope you will join us.

Cordially,

Richard Campione

*Executive Vice President
Business Suite Solution Management, SAP AG*



Schedule

Jumpstart Day		Conference, 21-23 April					
Tuesday, 20 April		Wednesday, 21 April		Thursday, 22 April		Friday, 23 April	
09.00	Registration opens	08.00	Registration opens	08.00	Registration opens	08.00	Registration opens
10.00	Morning Jumpstart sessions	09.00	General Assembly	09.00	Breakout sessions	09.00	Breakout sessions
11.30	Break	10.30	Break	10.15	Break	10.15	Break
11.45	Morning Jumpstart sessions (continued)	11.00	Breakout sessions	10.30	Breakout sessions	10.30	Breakout sessions
13.00	Lunch	12.15	Lunch	11.45	Lunch	11.45	Break
14.30	Afternoon Jumpstart sessions	13.30	SCM keynote address	13.00	Breakout sessions	12.00	Breakout sessions
16.00	Break	14.45	Break	14.15	Break	13.15	Lunch
16.15	Afternoon Jumpstart sessions continued	15.00	Breakout sessions	14.30	Breakout sessions	14.15	Breakout sessions
17.30	Registration closes	16.15	Break	15.45	Vendor Hour & Ask the Experts	15.30	Break
		16.30	Breakout sessions	16.45	Breakout sessions	15.45	Breakout sessions
		17.45	Evening reception and Ask-the-Experts forums				

Unrivaled education

Jumpstart Day • 20 April

Special pre-conference sessions hosted on this day fortify your understanding of key concepts and technologies, and enhance your learning experience at the main conference. Jumpstart Day offers you special three-hour sessions that enable you to:

- Fortify your understanding of critical SAP technologies and solutions
- Explore new trends and strategies
- Enhance your learning experience at the main conference

By registering for Jumpstart Day, you can:

- Attend any Jumpstart sessions of interest to you
- Benefit from expert-led instruction, demos, guidelines, and dedicated question-and-answer time
- Receive exclusive Jumpstart Day take-home materials containing the slides from all the day's presentations
- Participate in a networking lunch with other Jumpstart Day attendees

[Page 5](#)

Conference • 21 – 23 April

Track
1

Strategies to improve and integrate end-to-end product development

[Page 9](#)

Sessions in this track shed light on how to reengineer product lifecycle management (PLM) processes and leverage technology to speed time-to-market and reduce overall product development costs. Hear how leading customers are using SAP Product Lifecycle Management (SAP PLM) to effectively manage idea capture, engineering design, project management, workflow, and product launch activities. Explore techniques for fostering cross-functional communication and building a culture of continuous improvement.

Track
2

Project management and collaboration

[Page 12](#)

This track offers comprehensive instruction on how to manage resources strategically across the entire product development project portfolio. Hear how your counterparts leverage SAP solutions to streamline the engineering change management process and reduce engineering hours. Learn how to improve communication within your company and with suppliers. Learn the best ways to disseminate product information and updates to team members, customers, suppliers, and outsourcing partners.

Track
3

Product data and documentation

[Page 14](#)

Best practices and expert recommendations in this track are designed to help you better manage product data, specifications, bills of materials (BOM), and technical documentation throughout the product life cycle. Navigate your technology options to effectively integrate product development, design, and production information from various data sources, such as CAD, SAP ERP, supplier systems, or other business applications.

Track
4

Product development, quality management, compliance, tracking, and process controls

[Page 15](#)

Receive tips and best practices to ensure quality control and compliance with current government, industry, and international regulations. Tap into features within both SAP ERP and SAP PLM to automate, validate, and govern key quality management, environmental, and health and safety checks. Apply new ideas and technology to improve product tracking and traceability across your global system landscape.

Networking opportunities

Ask-the-Experts

Sit down one-on-one with our leading experts to ask your specific questions and get detailed, authoritative answers. Pick up strategies and best practices for using and managing SAP product functionality and requirements. Understand how to apply what you learn at this conference at your organization. Experts will be available on Wednesday and Thursday evening to discuss:

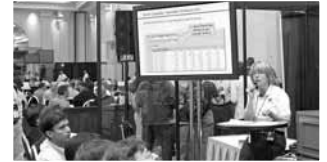
- SAP ERP optimization
- SAP Advanced Planning & Optimization (SAP APO)
- SAP Transportation Management (SAP TM)
- SAP Manufacturing Integration and Intelligence (SAP MII)
- SAP Business Workflow
- SAP Extended Warehouse Management (SAP EWM)
- SAP Supply Network Collaboration (SAP SNC)
- Collaboration Folders (cFolders), part of the collaboration Projects (cProjects) tool
- SAP Supplier Relationship Management (SAP SRM)
- SAP E-Sourcing
- SAP BusinessObjects™ Spend Performance Management
- SAP Manufacturing Execution
- SAP Resource and Portfolio Management (SAP RPM)

"This conference provides a wealth of SAP PLM product and strategy information from key SAP PLM experts and SAP PLM services partners, as well as customer experiences in successfully implementing SAP PLM across a broad set of industries."

— Alan Mendel
LeverX, Inc.

Conference orientation session and introduction to networking

This session explains the key elements of this conference, including its educational sessions, networking forums, take-home resources, Solutions Showcase layout — everything you need to know to get the greatest value from your conference experience.



- Learn how to navigate the program and choose the sessions of greatest interest to you
- Find out when and where networking activities are scheduled and how to make the most of them
- Get to know the event staff and find out how they can help you throughout the conference

Discussion groups, idea exchanges, and Q&A forums

Step away from the standard lecture format and share ideas with your peers. At these informal discussion groups, you can share "war stories", how-to information, and techniques you've learned through your own experiences. Expert-led discussion forums and idea exchanges offer:



- Informal discussions with other attendees, moderated by an expert
- No lectures — it's an interactive forum that is topic-specific
- A chance to ask questions of peers at other companies
- An opportunity to share your own insights and experiences with others

Evening reception

The informal atmosphere at this reception enables you to interact with the best and the brightest minds working with SAP software. The people you meet here share the same challenges — they are peers you'll stay in touch with and look to for guidance well after the conference is over.



- Discuss what you're learning at the event with your colleagues
- Build context for your projects
- Interact with peers who have experience dealing with the same issues you face
- Talk one-on-one with SAP developers and product managers about the direction of SAP

Networking roundtables

Sit down with your counterparts before you start the day to share ideas and plan your agenda. Find out what they're learning at the conference and share your own insights as you build a lasting network of peers. Choose to network with peers from your industry or with colleagues who are working on the same types of projects.



Join us for Jumpstart Day – Tuesday, 20 April

Jumpstart Day offers you special three-hour sessions that enable you to:

- Fortify your understanding of critical SAP technologies and solutions
- Explore new trends and strategies
- Enhance your learning experience at the main conference

By registering for Jumpstart Day, you can:

- Attend any sessions of interest to you
- Engage in sessions that offer expert-led instruction, demos, guidelines, and dedicated question-and-answer time
- Receive exclusive Jumpstart Day take-home materials containing the slides from all the day's presentations
- Participate in a networking lunch with other Jumpstart Day attendees



Jumpstart Day Sessions

Tuesday, 20 April

Morning sessions, 10.00 – 13.00

Introduction to SAP Supply Chain Management (SAP SCM)	page 6
A comprehensive guide to SAP tools for supply chain collaboration	page 6
An A-to-Z guide to SAP solutions for manufacturing	page 7

Lunch, 13.00 – 14.00

Afternoon sessions, 14.30 – 17.30

A new and comprehensive guide to SAP Product Lifecycle Management (SAP PLM)	page 7
A comprehensive introduction to SAP Supply Network Collaboration (SAP SNC)	page 8
Interactive workshop: Dynamic techniques to help business users embrace new supply chain solutions and process initiatives	page 8

Jumpstart Day continued on next page

Morning Sessions • 10.00 – 13.00

Introduction to SAP Supply Chain Management (SAP SCM)

9:00 am – 12:00 pm

Whether you are considering an SAP Supply Chain Management (SAP SCM) implementation, are in the middle of one, or planning to upgrade or expand your SAP SCM footprint, this three-hour jumpstart will help you understand the full functionality and application history of SAP SCM — both on its own and in relation to the SAP ERP features it supplements.

- Get an overview of all five components of SAP SCM
 - SAP Advanced Planning & Optimization (SAP APO)
 - SAP Supply Network Collaboration (SAP SNC)
 - SAP Forecasting and Replenishment
 - SAP Event Management
 - SAP Extended Warehouse Management (SAP EWM)
- Examine the architecture, technology landscape, dependencies, and requirements needed to implement one, a few, or all of the SAP SCM applications
- Learn how to assess the costs and benefits of implementing SAP SCM
- Get steps to build the business and technical criteria to help you prioritize which applications to implement first, next, and last
- Examine the requirements and challenges of integrating SAP SCM with SAP ERP
- Gain insight into how to determine if, whether, and how to replace or enhance existing SAP ERP functionality with SAP SCM

A comprehensive guide to SAP tools for supply chain collaboration

10.00 – 13.00

This three-hour session provides comprehensive education on the SAP solutions that support supplier collaboration and the best ways to use them.

- Compare and contrast the supplier enablement and collaboration functionality of SAP ERP and SAP Supplier Relationship Management (SAP SRM), and determine which is best for your needs
- Explore the best ways to share data and collaborate on processes with internal and external stakeholders who may or may not be running SAP solutions
- Learn how to jointly leverage SAP functionality for supplier self-service and SAP SRM to meet the collaboration requirements of your purchasing department and other parts of your organization
- Assess the benefits and tradeoffs of using SAP SRM for data and document sharing with vendors
- Understand your options for integrating suppliers into your key procurement processes
- Bolster your understanding of SAP Supply Network Collaboration functionality, and get guidelines to begin using it to improve relationships with your suppliers
- Examine the architecture, technology, and integration requirements of setting up a supplier portal to support collaboration
- Review lessons learned from recent supply chain collaboration projects

Jumpstart Day continued on next page

Morning Sessions • 10.00 – 13.00

An A-to-Z guide to SAP solutions for manufacturing*10.00 – 13.00*

Gain a comprehensive overview of the SAP solutions for manufacturing that are available for process and discrete manufacturing organizations.

- Understand how to map SAP functionality for manufacturing to your shop floor and production planning, execution, maintenance, quality, and environmental, health, and safety requirements
- Explore in detail the features, functions, and deployment scenarios for SAP Manufacturing Integration and Intelligence (SAP MII) and SAP Manufacturing Execution
- Learn how to determine the optimum mix of SAP applications and SAP partner applications to support your manufacturing environment
- Examine the solutions and action steps required to put you on the path to the “perfect plant”
- Bolster your knowledge of ISA-95, the international standard for integrating manufacturing and ERP systems, and find out why and how it is critical for companies seeking to improve manufacturing processes
- Examine the pros and cons of using SAP MII or SAP NetWeaver Process Integration (SAP NetWeaver PI) to integrate disparate systems
- Step through demos that highlight key features of SAP Manufacturing Execution and help you determine if it is a good fit for your discrete manufacturing needs
- Get a sneak peek into SAP’s planned roadmap for manufacturing solutions

Afternoon Sessions • 14.30 – 17.30

A new and comprehensive guide to SAP Product Lifecycle Management (SAP PLM)*14.30 – 17.30*

This special three-hour session offers you the opportunity to evaluate SAP Product Lifecycle Management (SAP PLM) features, operations, and usage scenarios, and provides a roadmap showing what you can expect in the next release. Examine current features to learn how to use SAP PLM to support the following areas of your new product development life cycle:

- Managing specifications, bills of materials (BOMs), recipes, and product documentation
- Product development for discrete and process-oriented manufacturing
- Engineering change management
- Computer-aided design (CAD) integration
- Quality management
- Compliance
- Portfolio and project management
- Using the enhanced navigation functionality and a user interface optimized for product development

Explore the roadmap for SAP PLM to learn about the functions in development for the next release to support your organizational needs, including:

- Functionality for process-oriented and discrete industries
- Broader integration with manufacturing, with new functionality for change management, workflow, and SAP Portfolio and Project Management 5.0

Jumpstart Day continued on next page

Afternoon Sessions • 14.30 – 17.30

A comprehensive introduction to SAP Supply Network Collaboration (SAP SNC)

14.30 – 17.30

This three-hour session provides a detailed guide to SAP Supply Network Collaboration (SAP SNC). Determine whether and how this Web-based application could be used to improve the visibility, automation, and management of contract manufacturing relationships through inventory updates and production milestone reporting.

- Walk through the nine different implementation scenarios for forecast collaboration, purchase order handling, work order collaboration, and other key supply chain processes
- Get expert advice to get started with an SAP SNC implementation and leverage the full range of functionality to drive a responsive supply network
- See how SAP SNC and SAP ERP can be integrated to achieve benefits such as real-time supply chain status confirmation
- Explore your options for generating critical reports, such as reports on work-in-progress (WIP) status and consumption of materials by outsourcing partners
- Discern when it is best to use SAP Advanced Planning & Optimization (SAP APO) functionality for vendor managed inventory (VMI) versus SAP SNC functionality for customer collaboration
- Understand the technical requirements and dependencies involved in deploying SAP SNC
- Examine your business-to-business (B2B) integration options, such as electronic data interchange (EDI), RosettaNet, and Web services
- Learn how to use two different methods — supplier stratification and onboarding — that drive supplier adoption of your new collaborative solution

Interactive workshop

Dynamic techniques to help business users embrace new supply chain solutions and process initiatives

14.30 – 17.30

New solution implementations, upgrades, and process initiatives have one thing in common — they all require a change in the way business users do their jobs. This special three-hour interactive workshop offers new approaches and tools that can help your users adapt to these changes and fully embrace and adopt your new solution or way of doing business.

- Step through a proven assessment worksheet that offers guidelines you can use to address, manage, and foster a culture of change, both individually and organizationally
- Learn how to build a formal change management program using a seven-step roadmap that guides both management and end users through the critical change process
- Walk through a series of 24 key questions that help you recognize where your team is in the four-part cycle of organizational transition — denial, resistance, exploration, or commitment
- Examine the right ways to make decisions about new functionality, roles, responsibilities, and cross-functional team communication in order to gain the support of your business users
- Gain insight into how to keep stakeholders informed, engaged, or involved throughout the project or process initiative life cycle
- Find out how to use a self-evaluation tool that will help you communicate change more effectively to end users and to the lines of business
- Take home a customized personal commitment sheet that outlines your next steps and a course of action to transform you and your users from victims of change to leaders of change

Strategies to improve and integrate end-to-end product development

An up-to-date guide on SAP offerings for integrated product development (IPD)

This session examines new functionality from SAP that supports integrated product development (IPD), such as designing to technical specifications, product costing, manufacturing, testing, portfolio and project planning, collaboration, computer-aided design (CAD) integration, change management, and material and task sourcing. Examine how this functionality can be used to extend business processes and bridge functional silos, enabling a collaborative development environment designed to speed time-to-market, lower development costs, and increase quality. Understand how to pursue an IPD strategy and achieve better visibility into and control over product data and documents, engineering changes, and costs. Learn how to use strategic sourcing functionality to identify optimal component suppliers early in the development process. See how you can now align development and manufacturing bills of materials (BOMs) and work from a single material master. Get a preview of the planned IPD scenario extensions designed to assist the new product development process.

What's new with SAP Product Lifecycle Management (SAP PLM)

Examine the newest features of SAP Product Lifecycle Management (SAP PLM). Step through a demo of the new user interface and how its index-based search feature enables you to better navigate your SAP PLM environment. Find out how embedded visualization enhancements enable you to publish three-dimensional product information to support purchasing, sales, and service activities. Explore the improved collaboration functionality, which allows your partners to access your environment, and the new layer of security that protects your product data and information exchange among suppliers, partners, engineers, and employees.

A detailed overview of how SAP supports continuous product and service innovation

This session provides insight into a new set of extended business processes SAP now supports in the area of continuous product and service innovation (CPSI). Find out how to leverage SAP functionality to improve responsiveness to market trends and customer needs, leverage the right resources and expertise across the enterprise and business network, execute efficiently, and consistently manage performance. Examine how SAP BusinessObjects solutions can be used to aggregate and analyze product performance measurements, project pipeline information, operational metrics, market trends, and competitive and customer intelligence. Learn new ways to improve the ongoing selection, scoring, monitoring, and review of interdependent project ideas, schedules, resources, and workflow. Find out how to support integrated concept development to transform an idea into a product. View a demo of a product and service performance dashboard, and determine whether you could use it to assess the strategic impact of your new product initiatives and investments.

Proven techniques to conduct a successful post-mortem evaluation of your SAP project

A critical, but often overlooked, component of large SAP project initiatives is the post-mortem evaluation, in which the project team gathers data and lessons learned to determine how to improve and be even more successful in future phases of their current project. This session will provide you with specific tools, templates, and guidelines to conduct useful, effective project evaluations, incorporating both quantitative and qualitative methods. Get applicable tips to determine which stakeholders to include in the feedback process and when to include them. Learn practical ways to increase their participation to ensure you have the information needed for continuous improvement. Find out how to facilitate and organize the data collection and feedback process, including ways to follow up with participants who have provided input, to ensure the most important recommendations are carried through.



Case study

How and why Rockwell Automation uses SAP Product Lifecycle Management (SAP PLM) for idea capture, engineering design, and product launches

Examine Rockwell Automation's business requirements and decision criteria for choosing SAP Product Lifecycle Management (SAP PLM) to manage new product launches — from ideation to release and digital signature approval. See how Rockwell's product development process has improved since implementing SAP PLM. Find out how the company transformed disparate system inputs, localized heterogeneous resources, and standardized project management approaches to work in concert. Look at the integration of engineering controls that now enables Rockwell to create a bill of materials (BOM) that can be maintained independently by order management, materials management, and manufacturing teams. Grasp how the company used document management functionality to fix the problem of poor revision control of non-engineering documents. Learn how Rockwell controls master engineering documents by utilizing SAP functionality to integrate a variety of CAD systems with SAP Business Workflow for document review and release. Come away with blueprinting, governance, and user training tips you can use in your own SAP PLM project.

Track 1 continued on next page

How to improve supply chain performance and effectiveness with a comprehensive risk and compliance strategy

Learn how to increase supply chain effectiveness by narrowing the gap between strategy and execution and aligning corporate goals and objectives with key business processes. Explore the latest SAP BusinessObjects™ functionality that enables you to apply a comprehensive risk management and compliance strategy across your distributed supply chain. See how this functionality supports the display, documentation, and monitoring of risk and compliance factors, enabling you to mitigate risks associated with variable demand, market dynamics, increased globalization, and environmental and regulatory concerns. Find out how to leverage new processes and tools that can help you to lower costs and build a risk management roadmap with measurable key performance indicators (KPIs). Obtain recommendations to sense deviations and disruptions and monitor variability across your business and operational processes.

Achieving a culture of continuous improvement through centers of excellence, communities of practice, user groups, and social networks

What do you need to put into place to keep your key SAP stakeholders engaged and supportive throughout your implementation, upgrade, or improvement project? See how other high-performing organizations are reducing total cost of ownership and increasing the return on their SAP investment by taking the concept of continuous improvement and applying it to current social and technological trends. Examine the model of social networks that is already prevalent today and apply these same principles and practices to your SAP environment. Get guidelines and a process for leading a group through identifying and agreeing on a continuous improvement vision and strategy that provides ongoing SAP growth, executive leadership, and end-user competency. See how to create formal networks, such as senior governance groups, super user groups, and centers of excellence, that will help to keep your critical stakeholders — from executives to end users — connected and engaged.

New 2010 supply chain management benchmarks and metrics: How does your supply chain measure up?

This session offers you the opportunity to evaluate practices and metrics that other companies are using to measure the efficiency of processes in the areas of:

- Perfect order attainment
- Demand accuracy
- Order cycle time
- Order fill rate
- Adoption of transportation management technologies
- Warehouse management technologies
- New product development
- Supply chain costs
- B2B collaboration
- Logistics agility
- Outsourcing of freight
- Reconciliation and payment
- Supply chain synchronization

Review industry averages and get guidance to help you assess your own organization's performance. Take home worksheets to build and monitor your own key performance indicators (KPIs).

Insider discussion forum

Using Collaboration Folders (cFolders) to collaborate with internal and external partners on new product design

Find out how your peers are using Collaboration Folders (cFolders) to involve external partners in their key product design and development projects. Share solutions to challenging questions such as:

- Can I collaborate with design partners in real time?
- How do I set up authorizations and ensure proper access control to key documents and drawings?
- How does redlining functionality work?
- Are there any version control pitfalls I should know about in advance?

Walk away with real-world recommendations you won't find in any documentation.

Could SAP BusinessObjects Planning and Consolidation play a role in your supply chain planning processes?

Find out how SAP BusinessObjects Planning and Consolidation, which is frequently used for financial planning and budgeting, can be a useful tool for integrated business planning that spans multiple areas, including supply chain management. Find out how business process flow functionality, data connectivity, and tight integration with Microsoft Excel can be leveraged to bolster forecast accuracy. See how to map SAP BusinessObjects Planning and Consolidation functionality to tactical planning processes, such as portfolio, sales, supply, capacity, profitability, investment, and cost center planning. Learn how to link corporate performance management with a planning hierarchy that aligns to your overall forecasting, financial planning, and budgeting activities. Find out how to include new product sales projections and sales history in your overall portfolio planning process. Understand how to translate logistical plans in real time into a rolling sales forecast based on capacity restraints. Learn how to translate the logistical forecast into a sales plan to determine ongoing profitability margins.

How to deploy a global, automated, engineer-to-order process with SAP PLM

Obtain expert advice to help you successfully implement SAP Product Lifecycle Management (SAP PLM) to support a global engineer-to-order process. Examine your options for automating, importing, and storing technical data and integrating research and development activities with a standardized computer aided design (CAD) interface. Get expert advice to establish a dedicated environment that enables engineers to shift from working exclusively with CAD to leveraging SAP PLM. Find out how to leverage features such as Collaboration Folders (cFolders) to manage communications and resources, as well as how to exchange designs (in near-real time) with internal stakeholders and external partners. See a demo of a streamlined authorization process. Find out how to set up your system so that the bill of materials (BOM) can propagate to multi-site operations. Gain insight into a unique integration layer that relies on SAP Business Workflow to facilitate engineering changes and integrate related data with your SAP ERP system.

A sneak peak at SAP's newest product change management scenario

Examine the newest product change management capabilities from SAP PLM 7.0, designed to increase visibility across enterprise value chain and effectively manage product changes with a business-centric view enabling faster and more accurate decision-making. See a demo on how to leverage SAP Product change management functionality to initiate product related change from anywhere in the enterprise, capture affected items in a new change object, and initiate an ad hoc workflow. Walk through the new change object scenario as it provides proactive planning before product information is handed over to operations (manufacturing, procurement, maintenance), along with workflows, and view the transparency of the impacts along the end-to-end supply chain. Walk through the four aspects of the change cycle from initiation, to investigation, audit and approval, and implementation, and track at each stage what the impact is to cost, stakeholders, deliverables, compliance, and more.

Project management and collaboration

What's new with SAP Portfolio and Project Management? A detailed view of new features and functions

This session offers insight into how to improve phase-gate product development processes using SAP Portfolio and Project Management. See how the latest solution architecture has been updated to improve product data flows. Find out how to close the loop between portfolio management, operational project management, and resource management. Explore new features and functions, such as improved closed-loop resource management, better integration, and the business context viewer tool for reporting. See how the user interface offers more flexibility by providing end-user configuration options and faster navigation. Learn how to better manage and govern the front-end of continuous product and service innovation using decision flow management. Step through a demo that illustrates closed-loop resource management functionality and how it supports efficient staffing processes and the optimal management of phase-gate processes.

Best practices for using SAP solutions to build a phase-gate product development roadmap

Learn how to deploy various SAP solutions, such as the SAP Resource and Portfolio Management (SAP RPM) application and the collaboration projects (cProjects) tool, to effectively construct and deploy the right phase-gate method for your next product development project. Find out how these solutions can be leveraged to complement or enhance the project systems functionality you may already be using. Understand why a strong governance model is an essential component of a phase-gate process. See how to apply key performance indicators (KPIs), supported by portfolio dashboards and analytics, to keep your stakeholders in the loop. Understand what workflows SAP provides to facilitate phase-gate change approvals in order to effectively communicate them to project members. Learn how to design and configure your portfolio structure to match decision points, such as prioritization and resource assignments, to project phases. See a demo that shows how project methodology-based templates can be used to ensure critical tasks and deliverables are completed for each stage.

How customers are using Collaboration Folders (cFolders) to collect and share accurate information in collaborative environments

Learn how Collaboration Folders (cFolders), part of the Collaboration Projects (cProjects) application, can be used as a single source of truth for data and documents, such as purchase orders, contracts, or product drawings, exchanged between your company and suppliers or partners. Learn how to quickly deploy cFolders to allow greater openness and collaboration, while at the same time, using built-in functionality to add an authorization layer for controlling external and internal user access to your system. Get best practices to define and scope which data to share, to what extent, among which parties, and for what purpose — such as to facilitate a bidding process from your SAP Supplier Relationship Management (SAP SRM) solution or to broadly distribute information to cross-functional teams that are geographically separated. Gather tips from real customer implementations to learn how to configure your cFolder structure in a way that is simple, user-friendly, and requires minimal maintenance.

A detailed guide to CAD integration using the latest engineering desktop user interface from SAP

Learn how you can directly embed internal and external CAD designs into your SAP system using the latest Web-based engineering desktop user interface (UI). Assess the UI's ability to extend product data and intelligence beyond the confines of engineering and across multiple SAP applications that are used to create and support material masters, BOMs, classifications, and engineering change documents. See how the new UI incorporates collaboration, embedded search functionality, and integrated product and process engineering to support collaborative design by multiple users, while still allowing you to retain security and access control. View a demo that highlights a direct CAD integration scenario. Gain insight into the usability improvements that have been made to the UI. See how to share product design information while working directly from your CAD system and capture your product structure for direct submission.



Lessons for streamlining information between sales and engineering using variant configuration functionality

This session provides advice on how to use SAP functionality for variant configuration to help streamline the flow of data between sales and engineering orders and applications. Find out how to use variant configuration to save you from maintaining millions of master data records for complex products, such as aircraft, or variable products, such as furniture or bicycles. Understand how master data is set up in variant configuration. See how variant configuration integrates with other components, including sales and distribution, production planning, project systems, and plant maintenance. Walk through a role-play scenario that shows how variant configuration functions in an order-to-procurement process — from sales order entry and configuration to variant pricing and procurement. Explore the best ways to create characteristics, maintain configurable objects, and create dependency rules and variant tables. Gain insight into which role or group within your supply chain organization should be responsible for these activities and why.

Track 2 continued on next page

How to design, integrate, and deploy a sales order process for configurable products in 60 days

Step through a proven methodology for using SAP functionality for variant configuration to integrate the sales order process for configurable products with purchasing and production. Step through an example of how one company created an automated sales order process for configurable products that were manufactured in-house, as well as those that were subcontracted, with minimal master data maintenance challenges. View a demo that shows you how to configure sales and distribution order categories, schedule line categories, and requirement classes. See how to integrate and align sales orders with purchasing using materials management and production planning functionality, along with a universal super bill of materials (BOM). Understand how to integrate the costs and revenues from the sales orders, purchase orders, and production orders so that you have a single, accurate picture of overall product costs and revenues. Take home a configuration guide you can use to implement variant configuration functionality in 60 days.

Case study

How Visonic introduces new product variants to quickly meet customer demand in a make-to-order and engineer-to-order environment

Visonic, a global leader in the security industry, needed to improve response time to increasing and variable customer demand. Find out why and how the company is now able to manage engineering changes for over 2,000 product variants by using SAP ERP and SAP Product Lifecycle Management (SAP PLM) to integrate order processing, materials management, logistics, and production with research and development. Step through a demo that shows how new variants are managed and released to production by the engineering change management functionality. See how ad hoc customer requirements are managed and realized by a custom deviation authorization process. Walk through a workflow that is triggered when orders are entered so that a bill of materials (BOM) can be created, inventory can be ordered, and production can be scheduled. Understand the difference between change requests that require a single-level BOM versus a multi-level BOM. See how Visonic times the release of engineering changes so that revised product components are ready before production is scheduled. Take away a sample control report for these processes.

Case study

Oerlikon Leybold Vacuum's strategy for allocating costs and resources across the product development life cycle

Explore Oerlikon Leybold Vacuum's strategy for enhancing its phase-gate product development life cycle. Find out why and how the company chose SAP Resource and Portfolio Management (SAP RPM) to better manage and monitor the allocation of assets and resources, improve transparency, and integrate research and development activities so that portfolio spending is optimized and aligned with business priorities. Find out how Oerlikon Leybold is able to balance its project portfolio and measure performance against budgets using key metrics, scorecards, and reports. View the standardized project configuration templates the company used to map and track data from each phase of its project — from idea to market — according to the unique needs of various stakeholders. See how Oerlikon Leybold assesses plan versus actual costs in real time. Gain insight into Oerlikon Leybold's approach to balancing task assignments and workload capacities and measuring the associated costs and resources.

Product data and documentation

Case study

Rockwell Automation's methodology for managing product discontinuation

Learn how Rockwell Automation developed an efficient product discontinuation process that minimized customer interruptions and reduced scrap costs. Understand the challenges the company faced when its discontinuation practices were localized across a heterogeneous landscape and siloed functional areas. See how Rockwell is able to get a transparent view of product status in SAP Product Lifecycle Management and then use SAP Business Workflow to route the product discontinuation documents for review and approval. Examine the master data lessons Rockwell learned, such as the impact of product discontinuation on materials management views. See how the company adds attributes to identify how and when products and supporting materials are discontinued. Find out how Rockwell created unique plant status for product discontinuation and get tips to identify product dependencies. Learn how Rockwell manipulates discontinued bills of materials (BOMs), so they can be viewed by the service organizations, and uses document management functionality to initiate and track discontinuation projects.

How to develop and control product formulation information throughout the product life cycle using SAP Recipe Management

Explore the latest SAP Recipe Management functionality designed to integrate product and process formulations for the process and consumer industries. See how the latest release of SAP Recipe Management offers a more user-friendly experience through the use of Web Dynpro technology. Learn the best ways to use this solution to support your product formulation, product specification, and product labeling needs. Examine new usability and functional features, such as searching, navigation between object relationships, and enhanced performance. Come away with an understanding of how SAP Recipe Management is evolving from a system of records to a process and data enablement solution.

How to implement a document management system pilot project in under six weeks

Get a best practice approach to implement a fast, cost-effective, phased document management system pilot project and ensure you are managing, tracking, and delivering the right product documentation at the right time. Understand the benefits of a phased deployment. Know what difficult questions to ask before starting your document management system project. Take home a checklist to use for the requirements gathering phase. Get tips to prioritize business requirements against the range of document types, such as compliance forms and product specifications, and document life cycles. Examine workflow options to create a secure delegation and approval process. Walk through the basic configuration concepts and steps necessary to execute basic document management system transactions, such as create, change, and display. Assess the different user interface options, including Web-based, portal, or SAP GUI. See how to link documents to other objects in order to enhance search functionality.



Comprehensive instruction for setting up variant configuration functionality to support make-to-order or make-to-stock requirements

Whether your shop is make-to-order, make-to-stock, or a combination of both, this session shows you how to use SAP functionality for variant configuration to manage the complex and large data models associated with these environments. Examine different modeling scenarios for variant configuration, including the four kinds of object dependencies that will help build your logic. Learn how to assign dependencies to the bill of materials (BOM). Get undocumented tips to choose between configuration profiles, planned production orders, order sets, or order BOMs. Understand the role of master data and profiles in setting up variant configuration. Learn how to transport variant configuration master data via application link enabling. Learn how engineering change management and order change management functionality integrate with variant configuration. See a demo that shows you key techniques, such as constraints, variant tables, and variant pricing, and how to configure variant pricing to match chosen values and characteristics.

Product development, quality management, compliance, tracking, and process controls

New strategies and technologies for managing product compliance across all phases of the product life cycle

Explore new strategies and embedded product compliance functionality from SAP that can be used to ensure that compliance is factored into every stage of a product's life cycle. Examine a set of extended business processes companies can use to develop safe and eco-friendly products and ensure product safety and regulatory compliance. Understand how this business scenario supports environmental regulations, such as the Restriction of Hazardous Substances (RoHS) directive; the Registration, Evaluation, Authorization and Restriction of Chemical substances (REACH) regulation; and the Waste Electrical and Electronic Equipment (WEEE) directive. See how this approach protects revenue and brand. Leave this session with an understanding of how embedded product compliance functionality draws on SAP Product Lifecycle Management (SAP PLM); SAP Environment, Health, and Safety Management (SAP EHS Management); and SAP Recycling Administration for environmental data management and analysis, compliance checks, and reporting.

New strategies to combat counterfeit products and improve traceability in multi-tier supply chains

Explore new options to improve the tracing of products throughout a multi-tier supply chain, with emphasis on how to prevent counterfeits. Learn how SAP is delivering supply network traceability (SNT) functionality in the form of preassembled, pretested value scenarios that customers can leverage to overcome tracing and counterfeiting challenges. Find out how SNT functionality closes the loop between production, order processing, and distribution partners to ensure that only authentic products reach your customers. Examine the SNT architecture to see how data can be pulled from SAP and non-SAP systems into a unified data model to generate product genealogies and bills of materials. Step through a demo that shows you how to analyze this information via a user-friendly dashboard. Understand how to analyze the impact of potential product recalls and how to perform response planning associated with recalls.

How your existing SAP functionality for quality management can support your product and process compliance and quality improvement initiatives

See how to use SAP functionality for quality management to support efficient and comprehensive preventive and problem-solving practices, including documenting and resolving your supplier- and customer-related issues or complaints. Find out how quality activities defined during a failure mode and effects analysis (FMEA) and audit can help you to avoid quality issues right from the start of a new product launch and throughout the entire product life cycle. Examine how analytical functionality can be used to visualize the current quality and compliance status and to define related improvement actions. See a demo that shows how to apply the latest SAP functionality for quality notifications to perform an effective, compliant corrective and preventive action (CAPA) process. Experience how to combine SAP ERP features for quality notifications with FMEA and SAP functionality for audit management to support a closed-loop inspection planning process.

Enabling the product supply network with integrated quality management

Understand the ways in which mounting regulatory oversight has catapulted quality management from a mere brand differentiator to the mark of "a right to do business," regardless of industry. Whether your concern is food safety and recalls or patient information rights, you'll learn how to build a culture of quality around your product supply network that requires integrated discipline and technology support. See how successful companies are driving the right behaviors, including shortening new product development and launch cycles, and tracking product performance throughout a project life cycle. Gain insight into how to embed product and process quality metrics into your overall performance strategies. See how SAP ERP functionality for quality management aligns with SAP's perfect plant and manufacturing strategy.




Strategies to embed carbon and sustainability management best practices across your enterprise

If you buy, sell, or use energy; your organization will be impacted by the emerging market transformation driven by the price of carbon emissions. Gain a unique perspective from a sustainability expert and advocate on how to better embed carbon and sustainability management practices into your core operational framework to help control costs, mitigate risks, and gain an edge against less-prepared competitors. Assess the carbon impact solution available from SAP, which is delivered "on demand" to enhance visibility, tracking, and monitoring of environmental-related data across the enterprise. See a demo that illustrates how to gather, slice, dice, and report on sustainability spend data in the areas of enterprise and product carbon footprinting, energy management, and more using role-based dashboards. Take home a white paper that provides an executive business framework and best practices for implementing a sustainability program.

Valuable resources and demos to bring back to your office

Attendees receive CDs with all of the conference material from every session. You'll take home tips, expert guidelines, and recommendations that will expedite your activities throughout 2010 and into 2011, including:

- A list of preconfigured business process scenarios for SAP Event Management
 - Worksheets to build and monitor your own key performance indicators (KPIs) to ensure your supply chain performance is optimal
 - A decision support matrix to determine which SAP Supplier Relationship Management (SAP SRM) implementation scenario best supports your business requirements
 - A checklist to use for the requirements gathering phase to prepare for your document management system blueprinting
 - An implementation timeline you can use to measure and sustain the technical skills of your application users
 - A list of KPIs that are supported by portfolio dashboards and analytics, to help keep your supply network stakeholders in the loop
 - A matrix you can use to properly set parameters to prepare for your SAP upgrade
- 
- Useful lists, including sources of SAP documentation, key SAP reports, and supplementary magazine articles to help you when FI, SD, and MM get out of synch
 - A previously undocumented collection of error messages common to data transfers with core interface (CIF)
 - An activities checklist, organized by project phase, to ensure a successful warehouse management deployment

Attending this event

Join your peers at our networking events and roundtable discussions. Share experiences and discuss the tools and approaches that have (and have not) worked well for your counterparts at other companies.

Executives, Vice Presidents

Chief information officer
Chief operating officer
Executive vice president
General manager
President
Principal

Directors, Managers, Analysts, and Specialists of:

Asset management
Business planning
Business processes
Capacity planning
Compliance
Consulting
Customer service
Demand management
Demand planning
Distribution and logistics forecasting
Engineering systems and standards
Enterprise resource planning
Forecasting

Freight costing and scheduling
Global materials
Global planning and trade
Global product specifications
Global supply chain
Information technology
Inventory control
Inventory management
Lean and Six Sigma strategies
Logistics
Maintenance
Manufacturing
Materials management
New product planning
Operations
Order fulfillment
Order-to-cash processes
Planning and optimization
Portfolio management
Process improvement
Procurement and sourcing
Product lifecycle management
Product service
Production control
Production planning

Program management
Purchasing
Quality control
Quality management
Requisition-to-pay processes
Sales and distribution
Sales and operations planning
Shipping
Strategic sourcing
Strategy and planning
Supply chain applications
Supply chain integration
Supply chain operations
Supply management
Technical services
Transportation
Warehouse management

IT teams:

Application architect
Application developer
Application services
Business applications manager
Business intelligence administrator

Business systems architect
Configuration manager
Consultant
Data analyst
Data architect
Data warehouse analyst
Database administrator
Enterprise solution architect
Enterprise systems leader
Global master data management
Information manager
Infrastructure specialist
Interface architect
IT auditor
IT security analyst
Product data analyst
Program manager
Project lead
Quality assurance
Solution architect
Systems analyst
Systems architect
Technical analyst
Technical services manager

PLM2010

Product Lifecycle Management

Strategies • Best practices • SAP updates • Skills development

Conference rates	Full Event (Conference and Jumpstart Day) 20-23 April	Conference Only 21-23 April	Jumpstart Day Only 20 April
Pay by 26 February (save €300)	€1699	€1499	€599
Pay by 26 March (save €200)	€1799	€1599	€599
Pay by 19 April (save €100)	€1899	€1699	€599
Pay On-site	€1999	€1799	€699

Educational and networking opportunities



More than 55 educational sessions and forums

Expand your skills and knowledge by learning from the top experts at SAP, independent consultants, and your industry counterparts. PLM 2010 offers four tracks. You will learn how to improve product development, documentation, data management, collaboration, compliance, and quality management.



Jumpstart Day

Special three-hour, pre-conference sessions hosted on Tuesday, 20 April, offer you the opportunity to explore new trends and strategies, fortify your understanding of critical SAP technologies and solutions, and enhance your learning experience at the main conference.



Ask-the-Experts

Sit down one-on-one with the leading experts to ask questions and get detailed, authoritative answers. Build on what you learn in the breakout sessions, and get insights you can apply within your own organization.



Case studies

Take away best practices and methodologies taught by the companies that practice them. Learn from highly experienced SAP customers to solidify your own strategies and tactics.



Insider discussion forums

Hear about your peers' projects, challenges, and ongoing initiatives. Benefit from the insights of a moderator who is a topic expert and who will also facilitate discussion. Share "war stories," "how-to" information, and techniques you've learned based on your own experiences.

Evening receptions

Interact with the best and brightest minds working with SAP software. The people you meet here share the same challenges — they are peers you will stay in touch with and look to for guidance well after the conference is over.

Attendees of PLM 2010 can attend sessions at Logistics and Supply Chain Management 2010, Manufacturing 2010, and Procurement and Materials Management 2010

Four conferences are hosted in Milan, 21-23 April: PLM 2010, Logistics and Supply Chain Management 2010, Manufacturing 2010, and Procurement and Materials Management 2010. Attendees of one conference can attend any sessions of interest at the other three conferences at no additional cost.

Produced by Wellesley Information Services, LLC, publisher of SAP Insider.

SAP, R/3, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP Business ByDesign, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries. Business Objects and the Business Objects logo, Business Objects, Crystal Reports, Crystal Decisions, Web Intelligence, Xcelsius, and other Business Objects products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Business Objects S.A. in the United States and in other countries. Business Objects is an SAP company. All other product and service names mentioned are the trademarks of their respective companies.

©2009 Wellesley Information Services. All rights reserved.

Milan, Italy
20-23 April



Milano Convention
Center (MIC)
Fiera Milano Congressi
P.le Carlo Magno 1 - 20149 Milano - Italy

For details on hotel accommodations, visit
www.plm2010.com/milan/location

Tools and topics covered in this conference include:

- SAP Product Lifecycle Management (SAP PLM)
- SAP Recipe Management
- Document management systems
- SAP Portfolio and Project Management
- Collaboration Folders (cFolders) and Collaboration Projects (cProjects)
- SAP Resource and Portfolio Management (SAP RPM)
- SAP Business Workflow
- Integrated product development (IPD)
- Computer-aided design (CAD) integration
- Bill of materials (BOM)
- Continuous product and service innovation
- Bill of specification (BOS)
- Engineering change order and product release processes
- Web-based engineering desktop user interface (UI)
- CAD integration scenarios
- Phase-gate process tracking
- SAP Environment, Health, and Safety Management (SAP EHS Management)
- SAP functionality for quality management (QM)
- Product costing
- SAP NetWeaver® Business Warehouse (SAP NetWeaver BW)