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***Geneva International
Product Lifecycle Management (PLM)
Conference and Exhibition***

September 6-7, 2011

CERN, Geneva, Switzerland

As of July 8, confirmed Exhibitors included CONTACT Software, ICP Solution, INNEO and ORACLE.

The Conference

The Conference will enable the expected 200-250 attendees to increase their knowledge of PLM, exchange experience, and find out how to apply PLM best in their organisations. It will include, in three parallel tracks, presentations by 45 PLM thought and practice leaders. The Conference will address PLM across the product lifecycle – innovation; development; manufacturing; use/support; retirement/disposal. It will address PLM experience, best practice and evolution across a wide range of industries including aerospace, apparel, automotive, consumer goods, electronics, machine, medical device, pharmaceutical, plastics, power, research, telecom, transportation, utility and watch. The Exhibition will feature more than 20 Exhibitors and Poster Presenters, allowing attendees to see existing PLM solutions in action, and find out about PLM research and development activities.

PLM is the business activity of managing, in the most effective way, a company's products all the way across their lifecycles; from the very first idea for a product all the way through until it is retired and disposed of. Aims of PLM are to increase product revenues, reduce product-related costs, maximise the value of the product portfolio, and maximise the value of current and future products for both customers and shareholders. PLM has a holistic approach to the management of a product. In addition to the product, it addresses many resources including data, IT applications, processes, people, work methods, and equipment.

Conference presentations will address PLM topics such as Application Architecture, Business Process Management, Change Management, Cleantech, Data Cleansing, End-of-Life, Implementation Guidelines, Innovation Management, Internet of Things, Mechatronics, Metrics, NPD/NPI, Portfolio Management, Social Product Development, Standards, Strategy, Sustainability and Vision.

The *PLM Conference and Exhibition* will provide an opportunity for participants from all industry sectors to learn more about the current status of PLM implementations and components, understand PLM best practice, and find out about future developments of PLM.

Why attend?

- Learn about PLM State-of-the-Art and Best Practice
- Find out how to benefit most from PLM
- Learn how to apply PLM in your organisation
- Get answers to your specific questions about PLM
- Find out how leading companies address PLM
- See the latest solutions proposed by PLM vendors
- Learn about leading-edge research and future developments in PLM
- Find out what's important in a PLM project
- Meet and share PLM experience with managers and users from other organisations

The Conference Location

The *Geneva International PLM Conference and Exhibition* will be held at the CERN site in Geneva, just 20 minutes from Geneva International Airport and Railway Station.



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Conference facilities are excellent, and include the CERN Main Auditorium and Council Room.



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Who should participate?

- Those responsible for PLM or one of its components
- People with job titles such as CEO, CPO, CIO, CTO, R&D VP, PLM Manager, Innovation Manager, Business Process Manager, IT Manager, CAX/PLM Manager
- PLM Project Managers, PLM Project Team Members
- People responsible for research into PLM or one of its components

CERN Site Visit

An optional CERN Site Visit on Monday September 5, 2011, the day before the Conference starts, will enable participants to see some of CERN's PLM activities.

Provisional Conference Program Tuesday September 6, 2011

TRACK 1	TRACK 2	TRACK 3	WORKSHOP TRACK
Welcome to the Conference CERN			
Keynote 1: PHENIX: The EADS Program for PLM Jean-Yves Mondon, EADS			
Keynote 2: PLM and Cleantech			
<i>Refreshment Break</i>			
PLM at CERN – An Overview D. Widegren, CERN		Innovation	Workshop 1
Early Phase of a Project : Proposals, Studies and Designs Dr P. Lebrun, CERN	Developing global products for local markets	PLM is a CEO issue Dr L. Cediél, CedCon	
<i>Lunch Break</i>			
PLM in the Watch Industry (1)	PLM Initiative at Bobst M. Gerber, Bobst	Portfolio Management	Workshop 2
Implementing Mechatronic PLM at Mettler Toledo Dr M. Capobianco, Mettler Toledo	Design of Eco-effective Buildings	Project Management for the Railroad Technology Partners building the 57km Gotthard Base Tunnel Lars Dietrich, Transtec Gotthard	
<i>Refreshment Break</i>			
Technical Publications and PLM A. Heilmann, Dr R. Forster, Varian Medical Systems	PLM²: People and Product Lifecycle Management Dr T. Bösch, CHRO, SR Technics	The Holistic PLM Approach of BT Propulsion & Controls M. Frey, Bombardier Transportation	Workshop 3
PLM Initiative at Amer Sports M. Daille, Salomon	21st Century HR for Great Engineering J. Purvis, CERN	PLM implementation in a global medical device company M. Kaese, Synthes	
Collaborative Design in PLM Schneider Electric	Sustainability Opportunities in the Flavors and Fragrances Industry M. Blais, Givaudan	PLM in the Power Industry	
<i>Conference Dinner</i>			

Note: This is the July 8 version of the Conference Program.

The content and order of presentations are liable to change as speakers confirm titles and content.

Workshop subjects will be based on attendee preferences. Proposed Workshop subjects included: Organisational Change accompanying PLM; Project Portfolio Management, Addressing Legacy Applications, Processes and Data; PLM & ERP; PLM in Middle-of-Life and End-of-Life; PLM Vision; Learning Methods for PLM. Each Workshop will be led by a moderator, and limited to a maximum of 20 participants.

Provisional Conference Program Wednesday September 7, 2011

<i>TRACK 1</i>	<i>TRACK 2</i>	<i>TRACK 3</i>	<i>WORKSHOP TRACK</i>
Keynote 3: Lifecycle of an Innovation: the Story of the Web Robert Cailliau			
Keynote 4: PLM at (Automotive Company)			
Keynote 5: The Importance of PLM for European Industry Dr Erastos Filos, European Commission			
<i>Refreshment Break</i>			
PLM in the Process Industry	Facility Management, Facility Lifecycle Management Dr L. Scibile, CERN	Beyond PROMISE to Quantum Lifecycle Management (QLM) D. Potter, CTO, PROMISE Innovation International Oy	Workshop A (10.00 -12.00) Serious Games for PLM: PEGASE (Parts 1 and 2)
PLM in the Watch Industry (2)	Global PLM	The EC FP7 LinkkME and ActionPlanT Projects Dr D. Kiritsis, EPFL	
<i>Lunch Break</i>			
Magnets at CERN: Manufacturing, Test, Installation & Maintenance Dr A. Siemko, CERN	Lifecycle Management at Merck Serono Dr R. Driebergen, Merck Serono	FoFdation : Foundation for the Smart Factory of the Future Airbus/CADCAMation	Two Parallel Workshops : PROMISE Technologies Workshop (Part 1)
Next Generation Telco Product Lifecycle Management Dr J. Golovatchev	An Architecture Framework to support PLM Harmonization and Deployment Frédéric Féru, EADS	Modelling & Management of Engineering Processes in PLM Prof S. Vajna, Uni. Magdeburg	Serious Games for PLM: PEGASE Workshop (Part 1)
<i>Refreshment Break</i>			
Beyond Social Product Development to Social PLM	Project Phases and Safety J.C. Batista Lopes, CERN	Open PLM	Two Parallel Workshops : PROMISE Technologies Workshop (Part 2)
Managing the End-of-Life (EOL) of an Accelerator Dr M. Silari, CERN	PLM and Mobility	PLM Standardisation and Benchmarking R. Tempest, PLMIG	Serious Games for PLM: PEGASE Workshop (Part 2)

Note: This is the July 8 version of the Conference Program.

The content and order of presentations are liable to change as speakers confirm titles and content.

Workshop subjects will be based on attendee preferences. Proposed Workshop subjects included: Organisational Change accompanying PLM; Project Portfolio Management, Addressing Legacy Applications, Processes and Data; PLM & ERP; PLM in Middle-of-Life and End-of-Life; PLM Vision; Learning Methods for PLM. Each Workshop will be led by a moderator, and limited to a maximum of 20 participants.

Conference Presentations

The Conference will include, in three parallel tracks, more than 45 presentations. Short descriptions are given below of some of the presentations and their presenters.

Lifecycle of an Innovation: the Story of the Web

The Web, invented at CERN in 1990, is a typical example of how an innovation comes about: a long phase of anticipating technologies converging to a singularity, followed by a big bang and divergence. Can design be a part of the event and if so, where should effort be spent? What are the stakes for the future and can they be recognised at the start?

Dr. Robert Cailliau worked at CERN from 1974 to 2007. In 1990, Tim Berners-Lee and he proposed a hypertext system to access the LHC documentation. This led to the World-Wide Web. Early on, Robert contacted the European Commission, starting "WISE", their first Web based project and later "Web for Schools". In 1993 he had CERN put the Web technology in the public domain. In 1994 he started the International WWW Conference series, still running today. In 1995 the ACM Software System Award was awarded to Tim and Robert, in 2001 they received the "Genève Reconnaissante" medal. Robert holds a Ph.D Honoris Causa from his Alma Mater, Ghent University, and in 2010 he was awarded the INSEAD Innovator prize. Robert is co-author, with James Gillies, of "How the Web Was Born". Although now retired from CERN, he sometimes gives web-related presentations.

PLM is a CEO issue

Dr. Luis Cediél speaks of his experience with PLM, as a former R&D VP and then CEO, in a \$700M global leader in the plastics industry. For PLM to succeed, not only were changes needed in processes, techniques, applications, documents, people and metrics in all parts of the company. The involvement and commitment of the CEO and the Management Team were also required.

Dr Luis Cediél is a Swiss-based international executive with more than 30 years of wide multicultural experience in the Plastics and Food Manufacturing industries. During his career, he has been CEO, Chairman, R&D VP, and Member of Board of Directors and Business Management Teams of leading multinational companies including Habasit AG, Dow Chemical Company, Du Pont de Nemours and Singer Sewing Machine. A Chemical Engineer, Dr Cediél holds M.Sc., Ph.D. and MBA degrees, and has taught at several universities.

The Holistic PLM Approach of Bombardier Transportation's BU "Propulsion & Controls"

Markus Frey will describe the holistic PLM approach - from a process perspective - covering the whole product lifecycle of Bombardier Transportation's Business Unit "Propulsion & Controls". He will also address results from participation in the 'PROMISE' R&D Project, where BT's focus was to close the information loop between the product lifecycle phases by transforming experience embedded in field data into knowledge needed by engineers to improve product designs.

Markus Frey is currently Process Manager in Bombardier Transportation's Business Unit "Propulsion & Controls", managing the business processes and the implementation of a new BPM system. He was previously Tools & Application Manager in two BT business units responsible for all PLM applications. Previously he was a manager of R&D projects addressing advanced composite structures, elastomer material applications, and high-end electro-mechanical drive systems. He was also the Interregional Coordinating Partner of the IMS Project 'PROMISE'. Markus has an MSc (Mechanical Engineering) from the Swiss Federal Institute of Technology Zurich (ETHZ).

Global Technical Publications and PLM - Opportunities and Challenges

Varian Medical Systems Inc. is a \$2.6B manufacturer of medical devices and software for treating cancer and other medical conditions with radiotherapy. It also delivers X-ray products and Security and Inspection solutions for ports and harbours. More than 5,200 of its Clinac and Trilogy medical linear accelerators for cancer radiotherapy and radio surgery are in service around the world. User documentation for a Medical Device is considered to be part of the product and to be treated like every other part of the product. Development and Change Management for documents follow the product lifecycle process. Newer documentation approaches such as DITA (Darwin Information Typing Architecture), and different authoring tools such as XML systems, have changed the Technical Publications environment, and also enabled better integration to the PLM environment. Achim Heilmann and Richard Forster describe the need and importance of product data management systems for a global Technical Publications team working on user documentation, reference documentation and online help systems. PLM is needed to maintain control and to deliver high quality technical documentation. Re-use of data, product development oriented documentation processes, multi-language translations and the aspects of cultural differences in a global environment are addressed.

Achim Heilmann is Manager, Global Technical Publications at Varian Medical Systems Inc, Palo Alto, CA. Previously he was Director Operations Services and PLM Project Leader at Synthes, and CAD Manager at Schindler. He has an MSc in Mechanical Engineering, and an Executive Master degree in Business Engineering Management. He started with 3D CAD

system implementation and data management in 1987, and has worked in the medical device industry since 1997. He is experienced in product data management including document and change control in regulated environments (FDA, MDD, ISO 13485).

Dr Richard Forster is Technical Writer and CMS System Business Administrator at Varian Medical Systems iLab GmbH, Baden, Switzerland. Previously he worked as Project Manager in Information Management at the AWK group. He has an MSc in Business Informatics and a PhD in Computer Linguistics from the University of Zurich. At Varian Medical, he is one of 3 global System Administrators for the Content Management System. He develops user and product documentation in XML according to DITA standards.

Lifecycle Management at Merck Serono

Rebif® was launched for treatment of relapsing multiple sclerosis (MS) in the EU in 1998 and in the US, following positive results from the EVIDENCE trial, in 2002. The presentation describes the Rebif® LCM program since 1998, including new mono- and multidose formulations, innovative autoinjector devices RebiSmart™ and RebiDose™, and the IMPROVE and REFLEX clinical studies. Key factors reported to cause lack of therapy adherence in MS will be presented to illustrate how RebiSmart™, the first eDevice in MS, may encourage adherence by its individually adjustable injection comfort settings and unique dose history feature, thus potentially also improving treatment outcomes. The presentation will end with some challenges on innovative LCM of biologic therapeutics in the evolving regulatory environment.

Reinoud Driebergen is Global Product Team Leader Rebif® at Merck Serono, headquartered in Geneva, Switzerland and the largest division for innovative small molecules and biopharmaceuticals of Merck KGaA, a global pharmaceutical and chemical group. Merck Serono is a market leader in the treatment of Multiple Sclerosis (MS) with Rebif®, approved for the treatment of relapsing-remitting MS in over 80 countries worldwide with sales rising to 1.7B€ in 2010 from 1.5B€ in 2009. Reinoud is responsible for the Lifecycle Management program of Rebif® since January 2007 and has successfully led the development teams to regulatory approval of new formulations, presentations and injection devices for self-injection of Rebif® by patients with MS (RebiSmart™ and RebiDose™). He has 20+ years of experience in international biopharmaceutical companies as a product quality expert and an excellent track record as a cross-functional team and project leader. Reinoud completed his Pharmacy study in 1984 and received his Ph.D. degree in 1987, both at the University of Utrecht, The Netherlands.

An Architecture Framework to support PLM Harmonization and Deployment

PLM has become strategic for any enterprise as it enables efficient management of product data all along its life cycle and thus reduces costs and time to market. However, implementation of a PLM programme is complex notably because it must encompass all engineering domains (Design, Simulation, Software, Systems, etc.) in an extended enterprise environment requiring exchanges with all other Enterprise functions (ERP, CRM, SCM, etc.). In 2007, EADS launched a strategic PLM programme called PHENIX aimed at harmonizing methods, processes and tools within all EADS Divisions. In order to support the overall Information System view combining Business and IT (independently from the technical solutions for implementation), an Architecture Framework was developed and deployed. The presentation focuses on this Architecture Framework which is composed of four levels (Business, Functions, Applications, IT).

Frédéric FERU is a PLM Senior Expert who joined the EADS Research Centre (EADS Innovation Works) in 1996. A member of the Scientific Council, he works in the Information Technologies department and is in charge of introducing new PLM methods, processes and tools in the EADS Group. He has participated in, and managed successfully several National and European projects such as DIECoM, ENHANCE and VIVACE for which he developed new paradigms for Engineering & Simulation data management. From 2007 to 2010, he was part of the PHENIX Project for which he developed the PLM Architecture Framework to support the harmonization of PLM processes, methods and tools within all EADS Divisions. Since 2011, he is part of the new EADS permanent organisation named PHC (PLM Harmonization Centre) that manages PLM harmonization for the EADS Group.

Lifecycle Impacts on the Design of High-Energy Particle Accelerators

High-energy particle accelerators are among the largest scientific instruments built by man. Born a century ago, and cross-fertilized by technical progress and emerging technologies, they have shown sustained development over the years to become global engineering projects with long development and construction periods. Concurrently, the desire to maximize scientific return on investment has led to extend their useful life as research tools to several decades, spanning generations of scientists, engineers and technicians, with upgrades in functionality through multiple cycles of technology. High-energy accelerators are also characterized by high operating costs dominated by that of electrical energy, a factor affecting their long-term economics, environmental footprint and social acceptance. We develop these different facets of accelerator lifecycle and show how they impact on their design, with examples from past and future projects.

Since joining CERN in 1974, Philippe Lebrun has taken part in most of CERN's accelerator projects, including the ISR, LEP and LHC. He has led the LHC Division from 1999 to 2001, and the Accelerator Technology Department from 2002 to 2008, including responsibility for the design and construction of the LHC superconducting magnet and cryogenic systems. He is currently a member of the CLIC steering committee, working on the conceptual design of the future Compact Linear Collider,

the high-energy accelerator after the LHC. Philippe has degrees from Ecole Nationale Supérieure des Mines and California Institute of Technology, and a doctorate honoris causa from the Wroclaw University of Technology.

Sustainability Opportunities in the Flavors and Fragrances Industry

Translating a Vision into Actions: the Example of Givaudan

In a context of increasing population and urbanisation, the pressure exerted on raw materials, and global warming, the flavors and fragrances industry is at the center of the challenges of Sustainable Development. Givaudan, as a leading player in this industry, translated a strategic vision of a sustainable company into a management system based on 5 major pillars which cover the product lifecycle: responsible procurement of raw materials; development of its human resources; innovation and development of solutions for sustainable development; excellence in its operations; commitment and partnership with its customers.

Mickael Blais, Executive MBA (Social Responsibility and Sustainability, Strasbourg Business School), and Givaudan Sustainability Program Leader, presents, for each of these pillars, the commitments made by Givaudan for the coming years and the actions carried out at the Group level.

Managing the End-of-Life (EOL) of an Accelerator

The End-of-Life of a particle accelerator raises many issues. At CERN, there are currently 9 particle accelerators. However, world-wide, nearly 20,000 particle accelerators are operational in scientific research, medical applications and industry. Based on experience with dismantling of CERN's LEP accelerator, the presentation addresses issues faced at End-of-Life such as: the high volume of activated material; classification of materials with different levels of activity; the distinctions between waste and other material; identification and tracking of individual items; and the many legal requirements and regulations, often country-specific, that have to be taken into account. Guidelines for the future are proposed.

Marco Silari received a degree in applied physics in 1982 and a PhD in medical physics in 1985, both from the University of Milano. After working in medical radiation research he joined CERN in 1996. A senior physicist, he has worked on radiation protection around the SPS, PS and LEP accelerators and was responsible for radiation protection of LEP decommissioning. He has also been involved with radiation protection of the LHC experiments, and radiation studies for the future CERN accelerators. Marco is the author of more than 120 publications in international journals and international conference proceedings.

PLM Standardisation and Benchmarking

The PLM Interest Group (PLMIG) is running a global initiative throughout 2011 with the aim of formalising the best practices that have been developed within the PLM industry over the past ten years. The initiative is underpinned by a series of international workshops that launched in Gothenburg in May 2011, followed by an event in Munich in June. The series moves to Italy in September, and is expected to continue via the UK to the USA. New results from the initiative include a PLM Governance Standard, a Product Structure Standard that fixes the relationship between PLM and ERP, and a PLM Best Practice Library that equips the PLM Team to carry the PLM implementation throughout the extended enterprise. There will also be a multi-company benchmark at the start of 2012 to generate metrics and performance scores for PLM governance at the operational level. This presentation will outline the main results from the initiative so far, and show how companies can benefit from PLM standardisation and best practice.

Roger Tempest graduated in Mechanical Engineering, and worked as a design engineer in the aerospace industry and the Mars Group before moving to AMT consultancy with Coopers & Lybrand. He has extensive experience of CAD, PDM and PLM with a wide range of industrial companies. Roger is co-Founder of the PLMIG, and has directed the Group since 2004. The PLMIG was formed with the aim of being an international, neutral and proactive body for the PLM industry. It has produced standard tools such as the PLM Benchmarking Handbook and the PLM Maturity Reference Manual, as well as methodologies for Self-Assessment and quantifying the commercial value of PLM.

Project Phases and Safety

CERN is one of the world's largest scientific research centres. CERN deals with diverse projects which vary in terms of duration, size and organization. Projects range from a few days to a few years; some projects involve a few people and others several hundred people representing numerous countries. Independently of the complexity of the design, the source of the products and the scale of operation, all projects must comply with CERN Safety Rules. This presentation will describe how this challenge is met, focusing on project Safety requirements, project phases and Safety files.

Joao Carlos Batista Lopes is a member of the Safety Engineering and Environment Group, part of CERN's Occupational Health & Safety and Environmental Protection Unit. He is involved with several scientific projects, ensuring that all Safety aspects are integrated from the earliest stage of a project, and that the best Safety practices are shared, harmonised and disseminated. Joao Carlos Batista Lopes graduated from the University of Coimbra in 2001 with a degree in Civil Engineering.

PLM²: People and Product Lifecycle Management

SR Technics is one of the world's leading independent providers of technical services for the civil aviation sector, offering its customer airlines comprehensive and tailored solutions for the technical support and management of their aircraft fleets, engines and components. SR Technics provides its services to over 500 airline customers, including SWISS.

From a PLM viewpoint, SR Technics is in a special situation. It maintains products that are developed and manufactured by other companies such as Airbus, Boeing and GE. In such a highly-regulated environment, human resources are one of the key components of Product Lifecycle Management. By analogy to the product in PLM, their management starts with an idea of a product (job requirement) and continues all the way through to the end of the lifecycle with the exit of an employee and beyond. The aim of managing the People Lifecycle is to optimise value creation as well as sustainability and development of the know-how and engagement between the company and its people.

Dr Thomas Boesch joined SR Technics in April 2007, serving as Senior Vice President Human Resources. In May 2009, he was appointed Chief Human Resource Officer and at the same time a Member of SR Technics' Executive Leadership Team. Previously he was with the Syngenta group, where he served as Head of Human Resources Europe, Africa and Middle East, heading the HR management organisation for over 7,000 employees in more than 40 countries. Previously he held HR positions with Schindler, the international lift manufacturer, living and working in both Hong Kong and the UK. Thomas has a doctorate from St. Gallen University.

Workshop: PROMISE Technologies: Closed Loop PLM Best Practice

The Workshop is in four parts.

1: Advantages of PLM standards

An ongoing standardisation process for Product Lifecycle Data and Knowledge Management will be presented, showing the advantages of a standardised way to communicate and manage product lifecycle information. The advantages will be presented from both technical and business perspectives.

2: PLM communications, examples of things sharing information

Things are becoming more and more intelligent, and embedded with information and services. To enable sharing of information, things have to interact among themselves and with other IT systems. It will be shown how this can be achieved with a standards-based and open source middleware developed at Aalto University.

3: Use of PLM data: improving Design by use of Middle of Life information

Data retrieved and managed through next-generation PLM systems can enable new processes in areas such as maintenance, use and recycling. This presentation will focus on the design phase. It will show how this phase can be improved through a precise estimate of the product lifecycle costs (LCC) and assessment (LCA), made on the basis of information from later phases of the lifecycle. This approach leads to optimisation of the design of products, with a lower lifecycle cost and environmental impact. Algorithms and methods will be presented and explained.

4: Demo: Feedback from use to Design and Production

A demo from Holonix, based on PROMISE results, will show, from an application perspective, an example of design changes resulting from middle-of-life information, showing how production activities can interact, and be updated, with this information.

Workshop: Serious Games for PLM: PEGASE

PEGASE is an example of the Serious Game approach to learning. It's aimed at helping people, particularly in SMEs, learn about, and use, PLM effectively.

The Workshop is in five parts:

- understanding the PEGASE environment
- carrying out the activities of a process without the use of a PLM system
- carrying out the activities of the same process using a PLM system
- collecting feedback
- discussion

The Exhibition

The Exhibition will feature more than 20 Exhibitors and Poster Presenters, allowing attendees to see existing PLM solutions in action, and find out about PLM research and development activities. As of July 4, the following Exhibitors had confirmed participation: CONTACT Software, ICP Solution, INNEO and ORACLE. They provided the short descriptions given below.

CONTACT Software

CONTACT Software is a leading supplier of solutions for innovation processes and PLM. Improved time-to-market, more reliable data and processes, advanced controlling capabilities, compliance and also lower product and development costs are key advantages. Among clients are numerous market leaders in the automotive, mechanical engineering, engineering and construction, medical and aerospace sectors, as well as public infrastructure operators.

Product development means working together in projects and teams. CONTACT's solutions help you to organise teamwork, implement processes securely and efficiently, to collaborate in business networks and to provide all data and documents along process chains as needed.

CONTACT's product portfolio includes:

- CIM DATABASE for product data and product life-cycle management (PDM/PLM)
- PROJECT OFFICE for 360° project and process management
- WORKSPACES for collaborative CAD data management

Standard interfaces to the leading CAx tools and ERP systems such as SAP guarantee integrated systems and business processes.

As solution provider with experience from hundreds of client projects, CONTACT is tuned for single source, complete solutions covering coordinated consulting, technology and implementation.

ICP Solution

ICP Solution and its partner network have long experience with PLM solutions in the mechanical industry with more than 150 customers in the industrial sectors of mechanical engineering, automotive, medical device, aero and defense technology. Customers can therefore expect comprehensive consulting, competent implementation services and extensive support. The experience of ICP Solution in cooperation with the PLM solutions of Oracle results in a time- and cost-optimised PLM implementation for the customer. The "One-Stop-Shop" of ICP Solution addresses all PLM business needs from one source.

INNEO

INNEO Solutions, founded in 1984, is a leading provider of CAD/CAM, PDM/PLM, IT and project management solutions in Germany, Switzerland and the United Kingdom. INNEO has more than 230 staff members in 12 locations, and more than 3,500 customers. By combining leading NetApp storage technology with a long-term PLM expertise, we provide the proper infrastructure to meet the needs of manufacturing companies to get their products to market faster. In the Product Development area, INNEO's products include Creo, Mathcad and Windchill PDMLink. In the Project Management area, INNEO's products include Prios Foundation, a project management solution based on Microsoft SharePoint. INNEO is PTC Platinum Partner and member of PLM Elite (www.plmelite.com), NetAPP Platinum Partner, Microsoft Gold Certified and HP Preferred Partner Gold.

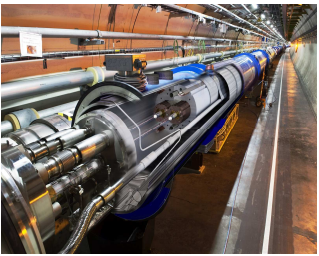
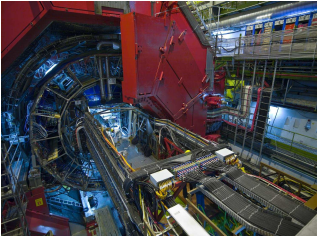
ORACLE

Oracle provides the world's most complete, open, and integrated business software and hardware systems, with more than 370,000 customers representing a variety of sizes and industries in more than 145 countries around the globe.

Oracle's Agile Product Lifecycle Management solutions enable businesses in various industries to accelerate product innovation and maximize product profitability by managing the information, processes, and decisions about their products throughout the product lifecycle and across the global product network. With a broad suite of enterprise-class product lifecycle management (PLM) applications and time-to-value-focused implementations, Oracle provides the most comprehensive PLM solution in the industry.

The Conference Organiser

The Conference is organised and hosted by CERN. For this event, CERN is advised by John Stark Associates. The two organisations have long and complementary experience in PLM.

	<p>CERN, the European Organisation for Nuclear Research, is based in Geneva, Switzerland. It's well-known for its research into particle physics, research which has been rewarded by Nobel Prizes. To achieve that success, CERN has faced and overcome many challenges. One of the challenges in the 1980s led to the invention at CERN of the World Wide Web. One of the on-going challenges is that of PLM. This could be phrased as "What is the best way to manage, across their lifecycles ("from cradle to grave"), the millions of items of many types (software, electronic, electrical, mechanical, chemical, etc) that make up the equipment, experimental areas, accelerators, offices and other buildings that are necessary to carry out CERN's research?" CERN's integrated PLM platform is called the CERN Engineering & Equipment Data Management System. Developed over the last 15 years, it has 6,400 registered active users, and currently manages more than a million components and more than a million documents and drawings.</p>
	

John Stark Associates is based in Geneva, Switzerland. It's a well-known PLM consultancy that has worked with more than 200 companies worldwide. John Stark Associates publishes the 2PLM ezine, which has over 11,000 subscribers in more than 70 countries. John Stark, its CEO, is the author of the landmark PLM book: "Product Lifecycle Management: Paradigm for 21st century Product Realisation", first published in 2004. He is also the author of "Global Product: Strategy, Product Lifecycle Management and the Billion Customer Question", published in 2007.

Further Details about the Conference and Exhibition

Further details about the Conference and Exhibition, such as :

- Conference Registration
- Conference Location
- Travel and Hotel Accommodation
- Sponsorship Opportunities
- Exhibitor Opportunities
- Speaker Details
- Site Visits

can be found on the Conference website.