

On-Site Guide



SAP Product Lifecycle Management Executive Forum

June 10–11, 2019
Marriott Marquis
2121 South Prairie Avenue
Chicago, Illinois, 60616

THE BEST RUN





Welcome

Digitalization of products and business models is transforming the market at full speed. Understanding your products in all its lifecycle phases from design through planning, manufacturing, delivery, and operations is critical for the digital transformation of your company.

The rapid technology shift and the increasing demand of electronic and software components in products also increases the complexity of modern systems. How does your product development react to these trends? Are you able to develop compliant products with real-time insights across the product lifecycle? What if you could continuously innovate to reduce time to market and deliver on customer demand?

The **SAP Product Lifecycle Management Forum** provides answers to these challenges so you and your colleagues in research and development, product development, and engineering can:

- Learn how to improve processes from product design to stewardship
- Gain an outside view on market trends from Stan Przybylinski, Vice President at CIMdata
- Learn how to integrate product development to accelerate design cycles and deliver the products and services that meet your customer's unique requirements.

We are pleased that you are attending the SAP Product Lifecycle Management Forum and hope that you will gain many new ideas and valuable contacts.

Kind regards,

Keith Zobott

Vice President, Solution Management
SAP Digital Supply Chain



Program Overview

Keynotes and Presentations from SAP Customers

You will learn how:

- The trends driving change in the global PLM market are impacting how to manage a product throughout its entire lifecycle from **CIMdata**.
- **Komatsu Mining Corp. Group** delivers Project and Portfolio Management in the cloud.
- **A.O. Smith** is continuing their SAP PLM Journey and how they are keeping PLM hot.
- The **US Army** plans to bring a competitive solution into SAP and leverage their data downstream using SAP PLM solutions.
- **Nature's Way** implemented and is using SAP Recipe Development to transform R&D, establishing a single version of the truth for product data and orchestrating development processes with robust workflow.

Breakout Sessions

After an evening welcome reception and dinner, you will gain insights into Product Lifecycle Management innovations and technological developments. Get a deep dive into the meaning and features for discrete and process industries, learn from other customers how to connect engineering to your enterprise processes with integrated product data management.

Strategy & Roadmap

See which opportunities are opening up with the SAP S/4HANA strategy and the SAP PLM roadmap and how you can utilize the SAP PLM portfolio for your purpose and requirements in discrete manufacturing or process industries.

Exhibition Innovation and Experience in One Place

SAP Services and SAP Partners present Product Lifecycle Management solutions, new developments and use cases. The exhibitors are looking forward to your visit.

SAP & Partner Profiles



CENIT AG

CENIT is the partner for a successful digital transformation. Our strength? Innovative solutions for PLM, digital factory and enterprise information management.

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SAP Services provides comprehensive consulting and implementation services with Best Practice solutions for SAP PLM, PPM, PLC, Visual Enterprise and all related topics.

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Agenda Monday, June 10

6:30–9:00 p.m. **Arrival and Networking Reception**

Location: Daniel Burnham A and B, 3rd floor at Marriott Marquis



Agenda

Tuesday, June 11

6:30–7:45 a.m.	Registration and Networking Breakfast	<i>Location: Grand Horizon Ballroom E and F, 4th floor</i>
7:45–8:00 a.m.	Welcome	<i>Location: Grand Horizon Ballroom E and F, 4th floor</i>
8:00–8:45 a.m.	Keynote & General Session: PLM is Dead, Long Live PLM The phrase Product Lifecycle Management – PLM – has been around for almost 20 years. Some believe that a new phrase is needed given the complexities of developing smart connected products for global markets. But whatever you call it, the need to manage a product from idea through life remains.	In this presentation, Stan Przybylinski, Vice President of CIMdata, a leading global strategic consulting and market research firm that focuses on PLM, will talk about the trends driving change in the global PLM market, estimated at \$47.8 billion in 2018, a 9.4% increase over 2017. <i>Speaker: Stan Przybylinski, Vice President, CIMdata</i> <i>Location: Grand Horizon Ballroom E and F, 4th floor</i>
8:45–9:15 a.m.	Panel Discussion <i>Panelists: Stan Przybylinski, Vice President, CIMdata, and SAP Industry and Line of Business Executives</i>	<i>Location: Grand Horizon Ballroom E and F, 4th floor</i>
9:15–9:30 a.m.	Break and Networking	<i>Location: Grand Horizon Ballroom E and F, 4th floor</i>
9:30–10:15 a.m.	Design to Operate – A Digital Twin Strategy <i>Speaker: Lars Olson, SAP Digital Supply Chain Solution Management</i>	<i>Location: Grand Horizon Ballroom E and F, 4th floor</i>
10:30–11:15 a.m.	SAP's Enterprise Portfolio and Project Management Strategy and Roadmap <i>Speaker: Renato Zadro, SAP</i>	<i>Location: Grand Horizon Ballroom E and F, 4th floor</i>
11:15 a.m.–12:00 p.m.	PPM New Product Development in the Cloud at Komatsu Underground Mining Customer: Komatsu Mining Corp. Group The Cloud has transformed how SAP PPM is implemented and consumed by the user.	Komatsu Mining will share its PPM Cloud Success Story and will discuss how they were able to design, configure, test, perform data migration, and prepare for future phases in a short, three (3) month implementation. <i>Speaker: Kyle Melat, Project Manager, Global Engineering Services, Komatsu Mining Corp. Group</i> <i>Location: Grand Horizon Ballroom E and F, 4th floor</i>
12:00–1:00 p.m.	Partner Networking Lunch	<i>Location: Grand Horizon Ballroom E and F, 4th floor</i>
1:00 p.m.	Track A: SAP PLM for Discrete Industries Location: Glessner House A, 3rd floor	Track B: SAP PLM for Process Industries Location: Glessner House B, 3rd floor
1:00–1:45 p.m.	SAP's PLM Strategy and Roadmap for Discrete Industries <i>Speaker: Carsten Dietze-Selent, Vice President SAP S/4HANA Cloud for Intelligent Product Design, SAP</i>	SAP Process Manufacturing <i>Speaker: Dr. Ruediger Kreuzholz, Solution Owner, Product Compliance and PLM for Process Industries, SAP</i>
1:45–2:30 p.m.	A.O. Smith's 5 Year Journey with SAP PLM Customer: A.O. Smith A.O. Smith implemented SAP PLM as part of a Corporate wide initiative to consolidate ERP systems. Learn from our experience implementing SAP PLM for 6 Engineering teams and 11 Plants. <i>Speaker: Stephen Gabor, Director of PLM Solutions, A.O. Smith</i>	Taking a Healthy Approach to PLM Customer: Nature's Way Thousands of formulations, complex compliance requirements, and a growing market launched this health industry pioneer on its PLM journey. Learn how Nature's Way implemented and is using SAP Recipe Development to transform R&D, establishing a single version of the truth for product data and orchestrating development processes with robust workflow. <i>Speaker: Laura Sager, IT Design Manager, Nature's Way</i>
2:30–3:15 p.m.	The Power of Making the Complex Simple for Better Results Customer: Johnson Technology Services Inc. (JTSi) The US Army is deploying a SAP PLM based solution to simplify an all-inclusive network that goes from the creators of the information to information consumers including OEMs and subcontractors. Come hear about the solution, its implementation and the keys to simplifying the complex Army PLM environment. <i>Speaker: George Albinson, Senior VP ERP Services, JTSi</i>	Bringing Projects to Life See how SAP has helped many customers like McCormick, Unilever and Kellogg on their PLM journey and how SAP can accelerate PLM implementations with engineered services. <i>Speaker: Sethu Sethuraman & Eudes Canuto, SAP DBS</i>

Agenda (continued)
Tuesday, June 11

3:15–3:30 p.m.	Break <i>(Please proceed back up to 4th floor, Grand Horizon Ballroom E and F)</i>
3:30–4:15 p.m.	Product Compliance <i>Speaker: Dr. Ruediger Kreuzholz, Solution Owner, Product Compliance and PLM for Process Industries, SAP Location: Grand Horizon Ballroom E and F, 4th floor</i>
4:15–5:00 p.m.	Customer Panel <i>Moderator: Stan Przybylinski, Vice President, CIMdata Location: Grand Horizon Ballroom E and F, 4th floor</i>
5:00 p.m.	Closing and Departures



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