

MBE Summit 2020

An Interactive Panel Discussing
MBE Adoption *and* Implementation:
The view from the Bleeding Edge

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Charles R. Ditchendorf, Senior Business Development Manager

Email: c.ditchendorf@cimdata.com Tel: +1.740.374.6061

Donald Tolle, Director, Simulation-Driven System Development

email: d.tolle@cimdata.com Tel: +1.513.295.3641

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Our Mission...

Strategic management consulting for competitive advantage in global markets

CIMdata is the leading independent global strategic management consulting and research authority focused exclusively on PLM and the digital transformation it enables.

We are dedicated to maximizing our clients' ability to design, deliver, and support innovative products and services through the application of PLM.

The Panel Objective

The Model-Based Enterprise will not be attained without changes being made across the four tracks that have been identified by NIST and its co-organizing partners. The successful implementation of the **technology** needed to support heretofore disparate and disconnected **business processes** is at the mercy of **organizational change** management and a paucity of **workforce skill sets** lacking across corporate nooks and crannies. The role of data interoperability and collaboration **standards**, how data is exchanged within the digital enterprise, including supply chains, is being addressed by a number of industrial consortia efforts, but significant challenges remain to be resolved.

CIMdata will moderate a panel of thought leaders on the forefront of companies actually engaged in standing up their Model-Based Enterprise selected from the Aerospace & Defense, Automotive, Medical Device, and Heavy Industry sectors to expose the real world issues currently being encountered by those industry SMEs that are actually engaged today in addressing MBE challenges in real time. Together the four industries broadly identified make up approximately 55% of the PLM market. While there are other important enterprise application domains that must be considered with respect to their contributions, the role of PLM in creating and sustaining the Model-Based Enterprise is paramount.

Donald Tolle, Moderator

Practice Director, Simulation-Driven Systems Development, CIMdata, Inc.



- **Bio:** Don has 40+ years of experience in the definition, development and implementation of model-based and simulation driven engineering solutions including the roles of requirements, physics-based modeling and simulation and physical testing/empirical data in new product development. He has been CIMdata's Practice Director and an Executive Consultant for the past 7 year. He holds a BS-Mechanical Engineering and an MBA from the University of Cincinnati and is an active member of several INCOSE and NAFEMS organizations.
- **Statement of Direction:** *Enable industry's adoption of best-in-class Model-Based Engineering (MBE) processes, standards and tools focused on the ever-expanding intersection of model-based systems engineering (MBSE) methods and standards with best practice and technologies in Modeling, Simulation & Analysis*

Don Farr - Panelist

Senior Technical Fellow, Boeing Research & Technology



- **Bio:** Don is a Senior Technical Fellow (STF) in Boeing Research and Technology (BR&T) in the Systems, Support and Analytics Integrated Technology Team (SS&A ITT) in Huntsville Alabama. He has 35 years of System Engineering experience working on dozens of programs; 30 years at Boeing working Defense and Commercial platforms/systems, 5 years at General Dynamics on fighter platforms. The past 3 years, he has been working to enable Boeing's Digital Transformation throughout the lifecycle on programs. Don earned his BSEE at Lamar University in Beaumont, Texas, specializing in digital communications and computer architectures. He went on to complete an advanced degree in electrical engineering at the University of Delaware in Newark, also specializing in digital communications.
- **Statement of Direction:** *Model-Based Enterprise (MBE) is a key enabler to unleash the power of Data Driven Decisions by providing the authoritative information to the decision makers. MBE isn't just the tools and infrastructure, it includes the training, cultural, and mind set of the work force (Engineering, mechanics, support, etc.).*

Vasco Drecun - Panelist

Vice President, Siemens Healthcare Diagnostics, Inc.



- **Bio:** Vasco has been involved in analyzing and benchmarking, leading to transformation into best product development practices in a number of manufacturing industries. At Siemens Healthineers he is involved in coordinating a strategy and roadmap for digital transformation. In 30+ years of experience, Vasco has dealt hands-on with challenges of adopting and deploying advanced technologies for achieving measurable benefits in manufacturing value chains. He holds Master of Science degree in Mechanical Engineering from University of Belgrade, Serbia and Specialization in CAD/CAM at the University of Birmingham, UK.
- **Statement of Direction:** *Modern engineers utilize novel, content- and context- rich means of collaboration and communication to rapidly close knowledge gaps and gain critical confidence in making decisions on how to design complex systems. Extended value chains rely on these collaborative decisions to firm up contracts and to set a stage for lean and agile execution of agreed upon processes. In such an environment, model based communication becomes a backbone for understanding of needs and requirements, as well as expectations and obligations between business partners, essentially a key ingredient for building trust and reliance between manufacturing business partners.*

Sachin Raje - Panelist

Chief Systems Engineer, Honda R&D Americas, Inc.

- **Bio:** Sachin has championed the role of PLM in product development for automotive, power sports design and manufacturing systems. He has 25+ years of experience in various aspects of PLM including systems architecture, software development, implementation and organization change in a multi-cultural, diverse, international team environment. Currently Sachin is responsible for Honda's journey to next generation digital engineering platforms in North America. He has a Bachelors in Mechanical Engineering from University of Mumbai.
- **Statement of Direction:** *Lead a Model based enterprise which is key to transformation towards a digital twin. This digital twin will enable virtual product confirmation for the complex products we are developing.*



CIMdata, Inc.

Strategic consulting for competitive advantage in global markets

World Headquarters

3909 Research Park Drive
Ann Arbor, MI 48108 USA
Tel: +1.734.668.9922
Fax: +1.734.668.1957

Main Office - Europe

Oogststraat 20
6004 CV Weert, NL
Tel: +31 (0) 495.533.666

Main Office - Asia-Pacific

Takegahana-Nishimachi 310-31
Matsudo, Chiba 271-0071 JAPAN
Tel: +81.47.361.5850
Fax: +81.47.362.0472

www.CIMdata.com

Serving clients from offices in North America, Europe, and Asia-Pacific