

Registration Form

Seminar Date: _____
Name: _____
Company: _____
Address: _____

Post Code: _____
Tel: _____
Fax: _____
Email: _____

Other attendees

Name 1: _____
Name 2: _____
Name 3: _____

Registration Information

Registration fee is £95 plus VAT @ 17.5%.

Cancellations

Cancellation with full refund up to and including 15 September 2006.

No refund will be given for cancellations after 15 September 2006, though registration is transferable to another person.

For further information visit:

www.datamation.co.uk/datamation/ei-seminar

Or contact us at: Datamation Limited, 95 High Street, Girton, Cambridge, CB3 0QQ, UK
Tel: +44 1223 572 579, dminfo@datamation.co.uk

Please fax to: + 44 1223 572 579

Seminar Enterprise Integration

Fostering Innovation and Business Growth

Who should attend?

This seminar is designed for executives, senior managers, project leaders and professionals in charge of, or involved in planning, acquisition and implementation Enterprise Integration projects.

Why should you attend?

Interoperability Problems represent a major drain on business finances. Indeed, a recent survey by the US National Institute of Standards and Technology (NIST) has shown that Interoperability Problems cost the US Capital Facilities Industry over \$15.8 billion per annum.

This seminar will show how through Enterprise Integration companies can cut costs as well as become more competitive and innovative.

Seminar Venue

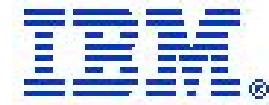
National Motorcycle Museum
Coventry Road
Bickenhill
Solihull
B92 0EJ

Seminar Enterprise Integration

Fostering Innovation and Business Growth

**A One-Day Seminar From Datamation,
23rd November 2006
National Motorcycle Museum**

Sponsored by



This one-day seminar will cover concepts, solutions, case studies, best practice and a demonstration by seminar sponsor, IBM. With presentations from Tubelines, Jaguar and Land Rover, MBDA, MoD, IBM and Datamation consultants, the seminar will show how Enterprise Integration can help companies cut costs as well as become more competitive and innovative.

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Seminar Programme

09:30 - 09:45

Registration and coffee

09:45 - 09:50

Welcome and Introduction. Phil Harland, Principal Consultant, Datamation

09:50 - 10:25

"Understanding the Causes of Interoperability Problems and How They Can Be Solved". Kais Al-Timimi, Managing Director, Datamation

Recent survey by the US National Institute of Standards and Technology has shown that Interoperability Problems cost the US Capital Facilities Industry over \$15.8 billion per annum. What is more, PLM market trends consistently show that integration and customisation costs accounts for over 50% of the deployment cost of any PLM solution.

This presentation will put the spotlight on the causes of Interoperability Problems. It will dispel the perception that because the problem is big, the solution must be complex. The presenter will build the case for solving Interoperability Problems on the notion that the value of an IT solution derives in the main not from how sophisticated it is. In fact value is derived from how effective an IT solution is in making product and other corporate information readily reusable throughout the enterprise and extended enterprise. He will further demonstrate how, a solution based on this new approach, will not only help cut costs, but also open up new opportunities by making enterprises more agile and innovative.

10:25 - 11:00

"Putting the Tube on Track - The Challenges of Information Management". Paul Warren, FISTC, ECM(M), Projects Information Manager, Tube Lines Limited

Tube Lines are responsible for the maintenance, renewal and upgrade of the underground infrastructure, including track, trains, signals and stations.

Reversing the effects of decades of under-investment across the network is a huge task requiring an injection of resources on the scale of which the London underground system has never seen before.

Under the 30-year Public Private Partnership (PPP) Service Contract, Tube Lines is one of the PPPs established to manage the underground infrastructure and is involved in a massive improvement programme on three lines, tripling investment and committing over £4,400 million in the first 7.5 years of their contract. The assets are old and records and information are sparse, inaccurate or, on occasions, just not available.

To address these problems, and as part of a wide ranging and significant effort, Tube Lines is putting in place an IT infrastructure to maintain accurate and up to date asset data that will support the ongoing and future maintenance and development of the infrastructure. This presentation will outline the scale and complexity of the problem and what Tube Lines is doing to build and maintain accurate sets of

information that support the assets and which are available when and where required.

11:00 - 11:30

Coffee Break

11:30 - 12:05

"The Virtual Car, Global Sourcing & Reduced Development Cycles. Where Does The Supplier Fit?". Kevin Billington, Global Supplier Integration Team Leader, Jaguar and Land Rover

As automotive companies globally move to reduce vehicle development times - in many cases by months - new tools, processes and methods along with new ways of thinking are required. These new ways invariably lead to extensive re-use of components, global sharing of CAD data and closer tools & process integration across the whole development process. Within the automotive industry the majority of this data is created by the supplier who provides data for many different customers who have minimal understanding of the downstream use of the data. The presenter will explain how Jaguar and Land Rover are answering these challenges with closer levels of managed supplier integration and discuss lessons learned.

12:05 - 12:40

"Challenges of supporting complex products through their lifecycle". Andrew Wall, Group Leader CM , PAAMS(S) & LRR Configuration Manager, MBDA

MBDA has to be pro-active in understanding its customers needs in 10 -30 years time and work to provide a solution to meet those needs. This requires the maintenance of large amounts and types of data that vary in complexity. MBDA also has varying customers who may want a shared solution to mitigate the cost which further adds to complexity. The role of MBDA's data management processes in this scenario is to allow free wheeling design and creativity whilst trying to maintain traceability and accurate data records.

12:40 - 14:00

Lunch. Attendees will have the opportunity to visit the Museum.

14:00 - 14:30

"Typhoon - A Case Study in Shared Data Environments". Peter Cheetham, ITAS Consultant DLO LAIPT FD(Ops) TEAMIS 1

The introduction of the latest RAF fighter has brought with it the most complex support IS yet seen by the MOD. The availability contracts supporting the on-going operation of the aircraft require data to be shared across multiple applications and systems residing in both the military and Industry domains. The unique issues arising from such a complex integration are discussed along with the lessons learnt.

14:30 - 15:00

"Enterprise Integration – Fostering Innovation and Business Growth".

John Farrant, PLM Global Technology and Solution Team, Solutions Manager - Europe, IBM

According to IBM's 2006 Global CEO Study, "Growth is back on top of CEO's agenda". CEO's plan to grow their businesses through innovation with 78% of these CEO's believing integrating business and technology is fundamental for innovation.

These businesses are under relentless pressure to innovate, and key to their future growth is the ability to respond to change and capture new opportunities. But, these companies are only as flexible as the supporting IT systems.

During this session, the presenters will explain and demonstrate how IBM's PLM Integration Framework, based on a Service Oriented Architecture provides the enabling foundation for enterprises to manage today's competitive pressures for growth and effectiveness, while improving agility and flexibility to deal with changes in the future – and how to do this faster than the competitors.

15:00 - 15:30

"Demonstration: Managing the Complete Product Lifecycle". Russ McKay, Certified Consulting IT Specialist: PLM Global Technology and Solutions Team, IBM

This demonstration will show how current technology can help integrate business processes resulting in a seamless management of a typical product through its lifecycle.

"An asset is being monitored using radio telemetry and we see that there is a fault developing on the asset. We are using GPRS telephones and 802.11 wireless to transmit the information over a secure network and using MQTT to ensure that the information gets from the asset to the server.

Once a fault has been detected, a work order is automatically raised by the PDM system with details of the fault and links to the relevant documents containing the information needed to rectify the fault.

The technician arrives at the faulty asset and starts the repair process - he uses a rugged laptop and a PDA to access information in the maintenance, PDM and ERP systems.

The technician orders some parts. He removes the faulty part from the asset and records the changes to the As-Maintained configuration - then he fits the replacement part and records this information.

Finally he finishes the job and closes the order."

The demonstration will show how various data can be accessed using different devices (PDAs, tablet PCs etc). It will also show how an RFID can be used to access information in the PDM database.

15:30 - 15:45

Free format Question and Answer session

15:45

Close