END 2 END BUSINESS TRANSFORMATION

Las Vegas

BRAND USER DAY | 3DEXPERIENCE FORUM
May 16th | Caesar’s Palace
Join ENOVIA, NETVIBES, EXALEAD & 3DEXCITE to understand how the BUSINESS of doing BUSINESS is TRANSFORMED by the 3DEXPERIENCE Platform.

We’ll take a comprehensive look at collaborative decision making, planning for ALL, collateral management, immersive experiences, analytics, marketing, communication & all points in-between.

8:30-10:15A ROMAN BALLROOM III
We’ll begin the day with a common plenary session featuring key speakers from the Brands & fueled by coffee alongside continental breakfast.

10:45A Breakout Tracks begin in rooms: ROMAN BALLROOM III & CAPRI
AGENDA

THURSDAY | MAY 16TH, 2019

10:45-11:05A
What’s New / R2019x
Michael Mark, Director ENOVIA
Center of Excellence
Learn about the latest enhancements from ENOVIA, to help better plan, organize, and execute your definition of success

11:05-11:35A
Transforming Traditional BOM Management into Model-based Engineering
Garth Coleman | VP Marketing, ENOVIA
Whether you are design-centric, item-centric, or some kind of in-between, we will showcase and demonstrate the new Product Release Engineer role combined with our new digital product definition architecture, all nicely orchestrated through a new web-based user experience for implementing changes and releasing your products.

11:35-12:00P
Multi-CAD POWER’BY
Rick Hahn & André Wu | Portfolio Marketing Sr. Mgrs, ENOVIA
There are many challenges working with different MCRD and ECAD formats within the same product design. The POWER’BY strategy unlocks the full potential of multi-CAD design, including file-based MCRD. This session will demonstrate multi-CAD design in action on the latest release of ENOVIA on the 3DEXPERIENCE platform.

12A-1P LUNCH & NETWORKING
Boxed Lunch Served to Attendees

1:00-1:30P
Project & KPI Management & Intelligence
John Mallett | ENOVIA
COE Solution Consultant
Jean Marc Finsterwald | EXERLED
Senior Technical Sales
What’s on the to-do list today? What is urgent? What will have the most impact? Stop managing by memory and gut, and learn how to provide global teams with accurate, real-time information to keep design deliverables on track as you respond to ever-shrinking product lifecycles.

1:30-2:00P
Quality and Issue Management & Intelligence
Darcy Sheerin | Quality Management Senior Solution Consultant ENOVIA
Without a systematic approach for quality management, problems can quickly progress into product recalls, lower levels of customer satisfaction, higher overall costs, shrinking revenues, or even legal troubles. This session will cover the comprehensive, real-time and digitally connected capabilities of the 3DEXPERIENCE platform and ENOVIA that helps companies transform their quality challenges and turn quality into a competitive advantage. Also see advanced Issue Intelligence Analytics at work.

2:30-3:45P
3DEXPERIENCE Deployment Panel
Susan Lenzi (Moderator)
Director, ENOVIA Customer Ecosystem
- Mark Erenberger | Collins Aerospace
- Alex Samhat | Broadcom
- Chetan Vidhate | DS Support
- Michael Mark | Dir. Center of Excellence ENOVIA
- Jergl Proudlt | Digital Innovation - R&D DSM Design & Development Leader

4:00P-6P
Happy Hour & Final Thoughts
ALL Move to Roman Ballroom III

Digital Continuity Across the Enterprise

10:45-11:20A
Marketing Transformation
Dominic Kurtaz | CEO, 3DEXCITE
Creatives and marketers face a specific set of challenges today. They must create more content, with more reach, for less money and in shorter time-frames against increasingly difficult KPIs. Marketing is a discipline that crosses all industries and touches every product in the marketplace and that’s why Dassault Systemes has set out to disrupt this space.

11:20-12:00P
The Quantum Mechanics of Marketing Experience
Tom Rcland | Dir. Strategy, 3DEXCITE
The separation of media, commerce and product was set for the industrial age. During the information age, the democratization of computing and communication brought media and commerce back together. Now, in the Age of Experience, information & product are becoming one. When product and media become entangled, magical things happen.

1:30-2:00P
A Day in the Life of a Marketer
Rob Kijanka | Technical Expert, 3DEXCITE
Take a journey into the life of a creative Marketer on the 3DEXPERIENCE platform. Dive into a business platform designed to foster a collaborative approach to product marketing, from a lifecycle perspective.

2:30-3:00P
CAD2AD
Rob Kijanka | Technical Expert, 3DEXCITE
Leverage Design, Engineering, or Manufacturing CAD Data to break silos and connect design ideation to marketing development resources immediately. Turn products into impactful, customer experiences. Shave months off the process from the start and decrease your time to market.

3:00-3:45P
Everyone’s a Marketer
Networking panel with the Experts

4:00P-6P
Happy Hour & Final Thoughts
ALL Move to Roman Ballroom III
New innovative technology will help accelerate the 21st century Industry Renaissance. Gain insights into the next set of innovative technologies that will reduce the distance between virtual and real, and effectively help organizations succeed in the economy of the future.

AGENDA

11:00-11:30 Harnessing Positive Disruption in Life Sciences to Achieve Patient-Centric Care
Daniel Matlis | Founder & President Axendia

11:00-11:30 Customer Case Study: CELLINK - Printing Life Simulations in Designing Robust Medical Devices
Erik Gatenholm | Co-Founder and CEO CELLINK
Héctor Martinez, PhD | Co-Founder and CTO CELLINK

12:00-12:30 Harnessing Positive Disruption in Life Sciences to Achieve Patient-Centric Care
Daniel Matlis | Founder & President Axendia

12:30-2:00 LUNCH

2:00-2:30 Artificial Intelligence and Analytics to Drive Industry Renaissance
Morgan Zimmerman | CEO, NETVIBES/EXALEAD Dassault Systemes

2:30-3:00 Industrial Renaissance: Marketing & the Connected Consumer
Dominic Kurtaz | CEO 3DEXCITE Dassault Systemes

3:00-3:20 Closing Remarks
Eric Seiberling | North America GEO Marketing Leader Dassault Systemes

[ More information HERE ]
TUESDAY | MAY 14TH, 2019

DAWN HUDSON  Pepsi North America | Former CEO
Whether serving as CEO, Chief Marketing Officer, or Chairman of the Board, Dawn Hudson has led an impressive career spanning high-level posts in media, retail, consumer goods, consulting, and healthcare at some of the biggest corporations in the world including the NFL, PepsiCo, Lowe’s Home Improvement, Allergan, PF Chang’s, the LPGA, and NVIDIA. From “Super Bowl Babies” to the return of the “Pepsi Challenge,” Hudson’s track record of success is packed with groundbreaking ideas born of an ability to see what’s around the corner and an expertise in crafting revenue-boosting competitive advantages. For her revolutionary work strengthening brands’ positioning and marketing, tapping into culture change as fuel for innovative business strategies, and championing inclusive leadership and diversity,

WEDNESDAY | MAY 15TH, 2019

EMMITT SMITH  Pro Football Hall of Fame Running Back & Businessman/Entrepreneur
Emmitt Smith is a professional football icon and one of the greatest to ever play the game. In his 15 seasons in the National Football League, Smith amassed many records that still stand today, including the most career rushing yards and the most career rushing touchdowns. Smith’s impressive resume includes three Super Bowl championship rings and his induction into the Pro Football Hall of Fame in 2010. Currently, Smith has transitioned to the role of businessman and entrepreneur and runs several companies spanning real estate, construction and technology. Active in charitable outreach both in the Dallas area and on a national level, Smith founded Pat & Emmitt Smith Charities with his wife to provide unique experiences and educational opportunities to underserved youth.

[ More information HERE ]
MONDAY, MAY 13TH | Welcome Reception

WEDNESDAY, MAY 15TH | Evening Reception

MAY 14TH-15TH
Featuring an End2End Industry Story:
TRANSFORMING THE PATIENT EXPERIENCE

Featuring Cross-Industry Demos:
DESIGN THINKING
ENGINEERING & SIMULATION
MANUFACTURING & OPERATIONS
MARKETING & SALES

TUESDAY, MAY 14TH - Sustainable Business:
Platform as a System of Operations and as a Business Model
Florence Verzelen | EVP, Industry Solutions, Marketing, Global Affairs & Communications Dassault Systèmes

TUESDAY, MAY 14TH - Customer Presentation:
The Boeing Company
Lucia Chang | Director, Boeing Research & Technology, Manufacturing Technology The Boeing Company

TUESDAY, MAY 14TH - Accenture Industry X.0 Update
Aidan Quilligan, Global Lead, Industry X.0 Practice Accenture

Cancelations can be made up to 72 Hours prior to scheduled arrival.
DON’T MISS IT...

REGISTER HERE

Please use the code: 3DXF19DC2 and receive a $200 discount