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(see p.7)



- ▶ *Achieve maximum ROI from product lines and platforms — across markets, technologies, and generations.*

MRT AND PDMA / FIRST INTERNATIONAL CONFERENCE ON

Driving Product Lifecycle Profits From Launch Through Renewal

CHICAGO
JUNE 16-18, 2003

- ▶ *AN ENGINEERING, MARKETING & OPERATIONS BLUEPRINT FOR TOP-LINE GROWTH AND BOTTOM-LINE SAVINGS*

LEARN:

- ▶ How to orchestrate a successful launch, quick ramp-up, continuous evolution and well-timed exit—pivotal points for increasing margins
- ▶ How to ensure smooth hand-offs and synchronization among different functions as well as suppliers/partners—prevent costly mistakes, jump on new opportunities
- ▶ How to predict and plan for changing technologies, customer migration, component management, service and maintenance
- ▶ Featuring special sessions on *product & technology roadmapping, product family management, lifecycle analysis*, and more



1 800 338 2223

www.ManagementRoundtable.com

Collaborative strategies, tools and techniques to produce a series of products at the right costs, with the right features, using the right technologies.

**JUNE 16-18, 2003
CHICAGO**

MRT AND PDMA / FIRST INTERNATIONAL CONFERENCE ON

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Background and Opportunity

MUCH ATTENTION HAS BEEN PAID TO THE STATISTIC: 80% OF PRODUCT costs are determined at the definition phase. Trouble is, **100% of the profits are realized after the product's been launched!**

And a lot can happen between the time a product's defined and when it finally hits the market. Customer needs and technologies shift, suppliers (and parts) come and go, regulations change—and a product can turn out quite differently once it's manufactured.

That's when you know just what your sales and margins really are. That's when the ability to quickly generate derivatives, find new markets, switch production methods, adjust pricing, streamline service—or even kill a product—can make a huge difference in both the top and bottom line.

That is why the Product Development & Management Association (PDMA) and Management Roundtable (MRT), the two foremost organizations in this field, are pleased to announce **Driving Product Lifecycle Profits from Launch to Renewal**, to be held **June 16-18** in **Chicago**.

This first-ever conference is not about which products to put in the pipeline—**it's about making the highest possible return on investment from those already committed.** It will explore leveraging, extending, renewing and/or rationalizing product lines as well as bridging the communication gaps that often occur across functions—gaps that cause slowdowns, needless turf wars, and costly mistakes.

BY PARTICIPATING YOU WILL RECEIVE:

- **“How-to” guidelines for managing product platforms, architectures, and technologies—how to generate maximum revenue while optimizing resources**
- **Ways to manage hand-offs, cross-functional synchronization, supplier/contractor integration, and ramp-up**
- **Methods and tools such as product roadmapping, lifecycle analysis, and more to enable predictive planning, better decisions and greater payback**

Overall, you will come away with insights and best practices to make sure that the 80% of cost that was determined up-front yields 100% of profit when the rubber meets the road—repeatedly.

Who Should Attend

This conference is a must-attend for VPs, directors and managers responsible for:

Product Management
Marketing

R&D

Engineering

Product Architecture

Lifecycle Management

Strategic Planning

Operations

Supplier Management

It is recommended for all industries (both fast- and slow-cycle; manufacturing and service), and will be particularly valuable if your products involve technology integration, design re-use, high reliance on supply chain and distributors, and/or include multiple markets and generations.

Due to the cross-functional nature of product platform and lifecycle management (and frequent lack of common vocabulary/objectives), it is suggested that executives from R&D, marketing and operations attend together to jointly create roadmaps, with guidance from experts and peers. (Special team rates are offered—see page 7.)

Sound Familiar? A Self-Quiz

Do any of the following situations exist in your organization?

Your SKUs are out of control — too many products, customers can't differentiate.

LEARN:

- How to manage product line complexity and proliferation
- When, how and on what basis to adjust marketing as a product matures
- How to position, change or differentiate products based on customer feedback
- How to rationalize the product line, how to de-select and when to kill product(s)
- How to predict/plan obsolescence and drive product development based on that plan

The development process is great, everything falls apart at launch.

FIND OUT:

- How roadmapping can align cross-functional teams and create team ownership
- How to ensure clear communication between functions, especially R&D and sales
- Who should “own” the process—different organizational models
- Key success factors of quick ramp-ups
- How to model a product's lifecycle from launch through retirement (or renewal), and get functional groups to buy in
- How to synchronize supply chain, service chain, and demand chain
- How to create a strategic partnership with suppliers and contractors
- When and how to outsource launch

You've got multiple markets with different needs, long life-cycle products with short life-cycle components, and/or competitors with lower-cost knock-offs. How do you hold onto your core?

LEARN:

- What product architecture decisions provide optimum flexibility/customizability while retaining unique competitive advantage
- How to lay out the evolution of multiple sub-systems and components—how to budget and plan for changing needs and market segments
- How to strategically re-use technology across platforms or product lines; i.e., enter different markets without reinvesting in development

Your product's getting obsolete, it's probably time to introduce something new. But will customers buy?

DISCOVER TECHNIQUES TO:

- Extend product life as long as possible—maximize revenues
- Assess and measure the “health” of products
- Analyze the costs and benefits of new products versus customer migration
- Anticipate future customer needs and integrate with evolving technologies
- Reduce risk—anticipate key events that signal the need to recalibrate

If so, **Driving Product Lifecycle Profits** will provide you with techniques and approaches to overcome these common obstacles and create a pro-active implementation plan.

Special Features

Facilitated sessions, Q&A, interactive discussion, and wrap-up...

expert facilitation and synthesis by the conference chairpersons will provide you with a cohesive set of action steps

Networking receptions, breaks and luncheons...

offer the opportunity to exchange ideas and compare notes with your colleagues from other companies

Comprehensive binder & web-downloadable presentations...

give you notes, examples, and “how-to's” you can refer to and share back at the office

Team Discounts...

enable you to save \$100 or more per person, while attending as a group strengthens your ability to implement

Early-Bird discounts—reserve by April 25...

to save an additional \$200 per person

Recertification credits...

receive credits toward both PDMA and PMI recertification

EXCLUSIVE BENCHMARK STUDY...

What are the best practices and challenges of managing product platforms and families? How does your company compare?

To find out how you can participate and receive full survey results, visit ManagementRoundtable.com.

Keynote – Tuesday

Fueling Corporate Growth & Renewal—New Models for Product Lifecycle Management**DR. MARC H. MEYER**

Noted author of *The Power of Product Platforms: Building Value and Cost Leadership*

“The long-term success of an enterprise depends on a stream of new products—some replacing older ones, others pioneering new markets. This stream of new global products, exploiting advances in both product technologies and technologies used to manufacture, distribute, and provide support ... is what provides the fuel for corporate growth and renewal.”

As Marc Meyer writes in *The Power of Product Platforms*, long-term success does not hinge on a single product but on a continuous stream of robust products that target growth markets. In his keynote address, he will provide a framework for you to apply the concepts of product family and platform management to leverage development investments for long-term profit and continuous rejuvenation. Drawing on his work with companies such as Hewlett-Packard, Black & Decker, EMC and his newest research with IBM, Honda, State Street, and others, he will describe market, technology, organization, and business modeling methods for deriving maximum profitability from your product lines.

MARC H. MEYER is Professor of Management at Northeastern University, teaching and conducting research in the areas of new product development and technological entrepreneurship. Co-author (with Alvin P. Lehnerd) of *The Power of Product Platforms*, Dr. Meyer focuses on the development of next generation products, systems, and services. He has studied product development within computer manufacturers, software firms, financial and health care providers.

Keynote – Wednesday

Effective Project & Portfolio Management and Decision Making for Enhanced Competitiveness**DR. NAHED AHMED**

Senior Vice President of Global Productivity, Portfolio, and Project Management (PPPM), Aventis Pharmaceuticals

In this keynote presentation Dr. Ahmed will describe how to continuously leverage product portfolios. From her extensive experience she will share best practices in project and portfolio management, the relationship between project and portfolio management and estimation of risk; how to create a process for creating strategic alternatives—estimating the value and understanding implications of each alternative—and linking business strategy to portfolio composition, operations, and resource allocation.

DR. AHMED is Senior Vice President of Global Productivity, Portfolio, and Project Management (PPPM) for Aventis Pharmaceuticals where she is responsible for overseeing five major global functions of the business, including strategic planning, portfolio management, project management, outsourcing management, and process improvement/team effectiveness.

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CONFERENCE CO-CHAIRS



SCOTT CAMPBELL is a director in the Communications and Electronics Practice at global management consulting firm PRTM. He has worked with high-technology companies throughout the US, Asia, and Europe to improve their performance in product development and marketing and sales. Mr. Campbell manages major initiatives with communications service and equipment providers and

software companies, ranging from start-ups to multi-billion dollar international organizations, with particular emphasis on rapid development and delivery of new products and services to market. Mr. Campbell also helped to establish PRTM's Marketing and Sales Practice. Prior to joining PRTM, Mr. Campbell held posts as a product design manager for Apple Computer and as a manager of mechanical engineering for AT&T/Paradyne.



BILL AUSURA is certified as a New Product Development Professional and NPDP instructor by the Product Development & Management Association. He is also currently the president of PDMA's NY/NJ local chapter. His 35 years of computer and telecommunications industry experiences at Lucent Technologies, AT&T and other companies were primarily in the areas of product

and portfolio management, and he is currently an independent consultant and president of Product & Portfolio Professionals, based in Englishtown, New Jersey. He also advises, develops courses and is an instructor for Sequent Learning Networks (www.sequentlearning.com), a company specializing in professional education of product and portfolio managers and their teams.

Case Studies & Tutorial

The conference is organized in three major categories—**Launch, Product Family & Platform Management**, and **Organizational Processes**. Within each section will be 2-3 case studies by leading practitioners—with the section on Platform Management breaking into two concurrent tracks. (Note: You may move freely from one track to the other. You will also receive materials from both sessions.) A final wrap-up by the conference co-chairs will synthesize the key learnings and provide you with recommended action steps.

I. Orchestrating a Profitable Launch

TOPICS: How to make launch a repeatable process, synchronizing supply chain with design chain and distribution, getting to growth quickly, getting rapid feedback, audits, quick derivatives, managing partnerships, and contract manufacturing.

II. Managing Product Families and Platforms Across Lifecycles

TRACK A: Platform Analysis & Product Roadmapping

TOPICS: deciding between new platform and line extension, Product roadmapping, laying out the future of a product family, driving derivatives from a common platform, and leveraging across markets.

TRACK B: Managing Platform Renewal and Customer Migration

TOPICS: extending life, rationalizing the product line, planning for multiple generations of technology, and anticipating market and technology changes.

III. Lifecycle Management Organization, Process & Systems

TOPICS: organizational models, alignment, and decision-making across domains.

TUTORIAL: Renewing Products and Platforms— A Decision Framework for Innovation

Interactive, hands-on session will provide you with a powerful, immediately useable approach for rejuvenating product lines. Includes “Innovation Blitz” exercise.

Presentations will be given by the following industry leaders, and others to be announced:

Paul C. Aspinwall

Process Architect, IPD BPE Staff

IBM

Gary DeGregorio

Distinguished Member, Technical Staff,
Science Advisory Board Associate (SABA)

Motorola Labs

David L. Dreifus

Systems Architecture

Agere Systems

Steve Eckert

Manager of Product Planning and Technology
Development

International Truck & Engine Corp.

John Fitch

President

Systems Process, Inc.

Thomas A. Kappel

Manager, Global Product Strategy and
Portfolio Management

Tellabs, Inc.

Duane Oda

Product Development Chief, Product
Strategy and Development

Boeing Commercial Airplane

Jonathan Propp

Director, System Architecture

Sun Microsystems, Inc.

Agenda at a Glance

Monday, June 16

PRE-CONFERENCE WORKSHOPS

8:30-12:00 **A. Managing Product Families and Platforms: Maximizing Profit and Performance Across the Lifecycle**

12:00-1:00 Lunch

1:00-4:30 **B. Product and Technology Roadmapping**

4:30-5:30 Beer, wine & cheese reception

Tuesday, June 17

MAIN CONFERENCE, DAY ONE

8:30 Welcome and Overview

8:45-10:00 **KEYNOTE: Dr. Marc H. Meyer**

10:30-12:30 **I. Orchestrating a Profitable Launch**

12:30-1:45 Lunch

1:45-5:15 **II. Managing Product Families and Platforms Across Lifecycles**

Track A: Platform Analysis and
Product Roadmapping

Track B: Managing Platform Renewal
and Customer Migration

5:30-7:00 Networking Reception

Wednesday, June 18

MAIN CONFERENCE, DAY TWO

7:30 Special Breakfast Session

8:45-9:45 **KEYNOTE: Dr. Nahed Ahmed**

9:45-12:15 **III. Lifecycle Management Organization, Process & Systems**

12:15-1:15 Lunch

1:15 Wrap-Up & Action Steps

2:00-3:30 Tutorial: **Renewing Products and Platforms**

Please visit www.ManagementRoundtable.com for updates.

EXCELLENT, PRACTICAL OVERVIEW OF PRODUCT FAMILY AND PLATFORM MANAGEMENT

8:30-12:00

A. Managing Product Families and Platforms: Maximizing Profit and Performance Across the Lifecycle

For many companies, a great deal of attention is placed on the development of new products and new platforms. Well-tuned processes, methodologies, and organization approaches help ensure rapid time to market and improve hit rates. But once a product is launched, how is it managed for ongoing profitability? This half-day workshop will provide a practical overview of lifecycle management best practices addressing topics such as:

- Product family and platform definitions—correctly defining platforms and products
- Definition and scope of product lifecycle management—activities encompassed and decisions required
- Using lifecycle analysis to guide product and platform decisions
- Product platform management—planning and managing the life of a product family and its underlying platform for maximum customer and business value
- Product line rationalization—managing end of life and customer migration proactively to preserve profits
- Coordinating product management, market management, supply chain management, and asset management
- Making lifecycle management more dependable and repeatable: process structure, organization approaches, roles and responsibilities, and metrics
- Implementation approaches and lessons learned

The workshop will include case examples and hands on exercises to ensure practical take-aways for all attendees.

WORKSHOP FACULTY:



SCOTT CAMPBELL is a director in the Communications and Electronics Practice at global management consulting firm PRTM. He has worked with high-technology companies throughout the US, Asia, and Europe to improve their performance in product development and marketing and sales. Prior to joining PRTM, Mr. Campbell held posts as a product design manager for Apple Computer and as a manager of mechanical engineering for AT&T/Paradyne.



DANIEL BOWMAN is a principal in the Communications and Electronics Practice at global management consulting firm PRTM. Mr. Bowman's expertise includes strategy, marketing and sales, product strategy, and product development. Prior to joining PRTM, he worked in the Consumer Electronics Group of Sony Electronics in the areas of strategic planning and home audio marketing. Following Sony, Mr. Bowman helped launch T-Mobile, a wireless communications provider in the US, where he worked in a marketing and sales capacity.

RECOMMENDED FOR CROSS-FUNCTIONAL TEAMS AND COLLABORATIVE DECISION-MAKING

1:00-4:30

B. Product and Technology Roadmapping: Managing Platform and Portfolio Complexities

Ever faster product cycles mean that you and your product development teams must look beyond current development cycle to make sure you know where you are headed—and what features, capabilities, and technologies you need to get there. This workshop introduces product and technology mapping tools that enable decision-makers to sequence technology and product development to meet portfolio objectives.

By participating, you will be able to take the first steps toward implementing roadmapping and to apply more sophisticated methods as the maturity of their processes increases. The workshop illustrates the value of composite “pictures” as devices for data gathering, documenting, and updating, and for group/team/collaborative decision-making.

This half-day, highly interactive roadmapping workshop combines lecture with a case-based learning experience to provide you with the knowledge and skills to “roadmap” a product line, industry or technology area. Working in small teams, you will create a roadmap for a new product line as a learning activity. You will learn about key features of several types of maps, from early “back of the envelope” maps to the more sophisticated maps now used in many companies. You will also learn how to use roadmaps in portfolio and technology management and how to communicate plans and strategies to customers, suppliers and development team members.

“In its simplest form, a Product–Technology Roadmap lays out the evolution and timing of platform products to serve multiple, changing market segment needs...”

— Richard Albright, in *PDMA Visions*, Oct. 2002

WORKSHOP FACULTY:



DR. RICHARD E. ALBRIGHT, principal of The Albright Strategy Group, LLC, works with corporations, industry groups and government organizations on roadmapping, technology futures, and strategy development. He was previously Director, Technology Strategy and Assessment at Bell Laboratories where he was responsible for the development of technology management strategy for Lucent Technologies. He chairs the Roadmapping Task Force of MATI (Management of Accelerated Technology Innovation), a leading industry and academic consortium identifying and developing best practices in technology management.



BEEBE NELSON, founder and president of Working Forums, is a consultant in innovation specializing in portfolio management, life cycle management, market segmentation, technology mapping, product definition and Voice of the Customer. She has contributed many articles to professional journals, and “Product and Technology Roadmapping,” co-authored with Rich Albright, will appear in the *PDMA Toolbook* next year. She is also on the faculty of Sequent Learning Networks.

About the Conference Co-Sponsors

Two of the foremost information resources in the field of product development, the Management Roundtable and the Product Development & Management Association, are partnering to bring you **Driving Product Lifecycle Profits**. Previous co-sponsored events include the acclaimed CoDev (Co-Developing Products with Partners, Suppliers & Customers) annual conference, held in 2002 and 2003.

Product Development & Management Association (PDMA)



Founded in 1976, the Product Development & Management Association is the only non-profit organization dedicated to advancing the art and science of product development. PDMA's mission is to improve the effectiveness of people engaged in all aspects of developing and managing new products—both new manufactured goods and new services. This mission includes facilitating the generation of new information and making it available worldwide. With more than 2,500 members in 32 countries, PDMA offers members and the product development community leading-edge thinking, state-of-the-art research, and the very latest information on key trends, processes, tools, and best practices.

The Management Roundtable (MRT)



The Management Roundtable is the leading knowledge and networking resource for product developers. Practitioner-oriented and unbiased, our focus is on providing actionable information about new innovations, processes, tools, and technologies that enable faster time to market, increased profitability, and overall competitive advantage. Founded in 1980, Management Roundtable publishes the PEER-award-winning Product Development Best Practices Report, offers an online database of PD Best Practices, hosts a variety of specialized conferences and workshops, and conducts customized research, onsite training and expert referrals.

"Wow! There are really inspiring and challenging take-aways for my practical work. Thanks."

Peter Gimmel, VP Global R&D, Thermo NESLAB Instruments

"PDMA and the Management Roundtable set a great example of how to co-develop a project. Program and speakers were well orchestrated to provide a very informative conference."

Jay Burris, Product Manager, Halliburton Energy Services

"Knowledge increases when you share it. It was a pleasure to be at a place where people share knowledge so openly and freely."

Franz Lexer, Product Development Manager, D. Swarovski & Co.

"... Joining these two organizations [PDMA and MRT] to organize this high-level conference is great. Congratulations, you deserve great esteem."

Guy Belletete, General Manager, IPD

Registration

DATES

Driving Product Lifecycle Profits will be held June 16-18, 2003. Registration and continental breakfast begin at 7:30am on Tuesday, June 17. Sessions begin at 8:30am and conclude at 2:00pm (or 3:30pm with tutorial) on Wednesday, June 18. Optional pre-conference workshops are offered on Monday, June 16, from 8:30-12:00 and 1:00-4:30; registration and breakfast begin at 7:30am.

LOCATION & HOTEL ACCOMMODATIONS

The conference will be held at the Wyndham Chicago, 633 North St. Clair Street, Chicago, IL 60611. Please call: 312-573-0300 or 1-800-996-3426 directly for room reservations, and mention "Product Lifecycle Profits" or MRT/PDMA to receive the special conference rate of \$199/person (rate guaranteed only through May 15, 2003 on a space-available basis).

PROGRAM FEES:

PACKAGE RATE:	Before 4/25/02		After 4/25/03	
	Member**	Non-Member	Member**	Non-Member
CONFERENCE & WORKSHOP				
2 Days (conf only)	1395	1595	1595	1795
*2.5 Days (conf + 1 workshop)	1695	1895	1895	2095
*3 Days (conf + 2 workshops)	1995	2195	2195	2395
WORKSHOP ONLY				
Half-Day Workshop	595	795	595	795
2 Half-Day Workshops	1195	1295	1195	1295

*Best Rates — Save up to \$600!

**MEMBER DISCOUNTS: Members include PDMA members, Management Roundtable conference alumni, and subscribers to Management Roundtable's *Product Development Best Practices Report*. If you are not a member/subscriber and would like to become one, please call 800-338-2223.

EARLY BIRD DISCOUNTS:

Register by April 25 and save \$200!

TEAM DISCOUNT:

Groups of 3 or more may deduct \$100 per person. Groups of 6-10 may deduct 15% from the total, groups of 11 or more may deduct 20%. Fee includes materials, luncheons, receptions, continental breakfasts, and refreshment breaks.

NO-RISK GUARANTEE:

Your satisfaction is 100% guaranteed—money-back or credit. If you're not satisfied with the quality of this program, let us know in writing and we'll refund your registration fee.

CONTINUING EDUCATION UNITS:

NPDP Re-certification: 19 PDHs

PMI Recertification: 19 PDU's

CONFERENCE ATTIRE:

Business casual

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Achieve maximum ROI from product lines—across markets, technologies, and generations.

Four ways to register:



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(weekdays, 9:00am-5:30pm EST)



FAX:

781/398-1889



INTERNET:

www.ManagementRoundtable.com



MAIL:

Management Roundtable,
92 Crescent Street, Waltham MA 02453

Please accept the following registration(s):

(please use photocopies for additional people)

- Pre-conference Workshops**
 - A. Managing Product Families and Platforms**
 - B. Product and Technology Roadmapping**
- Conference** **Free Tutorial** (with conference only; see page 5)

TOTAL FEE \$ _____ (See pricing information on page 7.)

Name: Mr. / Ms. _____

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- I can not attend, please send me ___ conference handbooks with case studies, data, all handouts and more at \$595/each (to be shipped within 3 weeks after the event).
- Please send me information about sponsorship/exhibitor opportunities.

Payment Information (Amount \$ _____)

- Check enclosed, payable in US funds to Management Roundtable.
- Please bill by Visa Mastercard AMEX Diner's Club

Account # _____ Exp. Date: _____

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Come away with an integrated and dynamic plan to:

- **Generate a continuous stream of products**
- **Target growth markets, find new markets for core technologies**
- **Meet the needs of different price tiers & segments**
- **Revitalize product lines—keep product family robust**
- **Boost revenues without adding excess cost**
- **Anticipate changing requirements, technologies, regulations and competitive threats**

Registration Code: WEB DOWNLOAD

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