

Feature-based PLE for the Enterprise: Upcoming Events

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# PLE insight



## SPECIAL ANNOUNCEMENT

# Feature-based Product Line Engineering for the Enterprise: Upcoming Events

## BigLever Software Conference Presentations and Webinars hosted by INCOSE, Method Park and IBM

### International Council on Systems Engineering (INCOSE) International Symposium 2017

Adelaide, Australia  
July 15 - 20, 2017

INCOSE has long been a driving force in the evolution of systems engineering. In recent years, INCOSE's leadership has acknowledged the increasing importance of Product Line Engineering (PLE) in the systems engineering arena. Dr. Charles Krueger, BigLever Software CEO, was recently selected by INCOSE to lead the development of ISO standards for Feature-based PLE, the modern PLE approach that is enabling the industry's most notable success stories.

With more than 100 members and growing, the INCOSE PLE International Working Group (PLE IWG) brings PLE education and activities to the community. As co-chair of the PLE IWG, Dr. Krueger will spearhead a variety of PLE-related activities at this year's INCOSE International Symposium, including a review and discussion session regarding recent progress and next steps for the INCOSE Feature-based PLE ISO standards initiative.

>> [Learn more about the ISO PLE standards initiative.](#)

## About these Events

As the leading provider of Product Line Engineering (PLE) solutions, BigLever is committed to providing valuable insight and information regarding the latest PLE approaches that are enabling the industry's most notable PLE success stories across a spectrum of industries including automotive, aerospace, defense, aviation, ecommerce, and more.

*We hope you will join us for these upcoming events to learn more about how modern Feature-based Product Line Engineering approaches are fueling this widespread adoption of PLE practice.*

## About Feature-based Product Line Engineering

As market demand for product sophistication and diversity continues to grow, companies face new levels of systems engineering complexity. It is not unusual for engineering teams to spend as much as two-thirds of their time dealing with the mundane tasks of managing the mounting complexity of product variation.

Feature-based Product Line Engineering is a game-changing paradigm for

Dr. Krueger will also present the underlying *feature ontology* that enables stakeholders throughout the enterprise to use Feature-based PLE in innovative ways to achieve major technical gains and key strategic business goals.

The PLE track will also include the presentation of a case study paper co-authored by Dr. Bobbi Young, senior principle systems engineer at Raytheon Company, and Dr. Paul Clements, BigLever's VP of customer success.

### PLE session details:

**Presentation:** *Model-based Engineering and Product Line Engineering – Combining Two Powerful Approaches at Raytheon*

**Authors:** Dr. Bobbi Young, Raytheon Company; Dr. Paul Clements, BigLever Software

**Presenter:** Dr. Bobbi Young, Raytheon Company

**Date/Time:** Tuesday, July 18, 10:45 a.m. ACST

>> [See Raytheon case study paper.](#)

**Presentation:** *An Enterprise Feature Ontology for Feature-based Product Line Engineering*

**Authors:** Dr. Charles Krueger and Dr. Paul Clements, BigLever Software

**Presenter:** Dr. Charles Krueger, BigLever Software

**Date/Time:** Tuesday, July 18, 11:30 a.m. ACST

>> [See feature ontology paper.](#)

**Demonstration:** *BigLever Software Solution*

**Presenter:** Dr. Charles Krueger, BigLever Software

**Date/Time:** Tuesday, July 18, 2:00 p.m. ACST

Event attendees can learn more about BigLever and the company's **one**PLE solution by visiting booth #24 in the exhibition hall.

>> [Learn more about the INCOSE IS 2017 event.](#)

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## Live Webinar: Feature-based Product Line Engineering – PLE for the Enterprise

Hosted by INCOSE (Webinar 102)

Presented by Dr. Paul Clements, BigLever Software

August 2, 2017 – 10:00 a.m. CDT



This webinar will explore the *feature ontology* behind Feature-based PLE that provides structure to the myriad distinguishing characteristics among products in a product line, enabling their efficient management and targeted usage by stakeholders

addressing this systems engineering complexity by dramatically simplifying the creation, delivery, maintenance, operation, and evolution of a product line portfolio. It reduces complexity through a fully unified approach across the full lifecycle, from portfolio planning to multi-discipline asset engineering, product marketing, manufacturing, sales, and service.

By providing a “single source of feature truth,” Feature-based PLE enables a holistic view into the feature variations for a product family, eliminating the need for different variant management mechanisms across the organization.

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*"Feature-based PLE is being recognized as one of the most important drivers of competitive advantage because it allows companies to efficiently and effectively meet the growing demand for product sophistication and diversity.*

*It's a leading-edge approach that is transcending engineering, as it evolves into an enterprise-wide solution from product portfolio management to marketing, manufacturing, sales, and service."*

— Dr. Charles Krueger,  
BigLever Software CEO

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### PLE in the Media

As PLE gains momentum in the marketplace, the media's interest in PLE grows in tandem:

[Digital Engineering: BigLever Stakes PLE Claim In The Enterprise](#)

throughout the enterprise.

Dr. Clements will present case studies spotlighting how some of the world's largest forward-thinking organizations are leveraging Feature-based PLE to engineer their competitive advantage through order-of-magnitude improvements in productivity, time-to-market, portfolio scalability, and product quality. The presentation will also provide insight into INCOSE's ISO Feature-based PLE standards initiative currently underway.

**NOTE:** This webinar is open to all, including INCOSE non-members. If you attend as a non-member and find the webinar to be valuable, you are encouraged to join INCOSE and consider opportunities for your organization to become part of the INCOSE Corporate Advisory Board.

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## Live Webinar: Introducing the BigLever Feature-based Product Line Engineering Process Framework using Method Park Stages

Hosted by Method Park

Presented by Dr. Paul Clements, BigLever Software

August 2, 2017 — 2:00 p.m. CDT



As PLE evolves into an enterprise-wide solution, it's increasingly important that organizations have a well-established framework – a Concept of Operations – that lays out the organizational structure, and puts that structure into motion by clearly defining PLE-related processes, roles, responsibilities, and work products.

BigLever and Method Park have joined forces to create the *Feature-based Product Line Engineering Process Framework*™, which was built using Method Park's Stages Process Management System. This webinar will explore how organizations can use the new process framework to:

- Speed PLE adoption through a proven, off-the-shelf template of best practices.
- Tailor PLE processes for each group within the organization.
- Improve cross-functional communication and alignment in PLE deployments.
- Avoid the inefficiencies and pitfalls of ad-hoc and one-off approaches.
- Adhere to the Feature-based PLE ISO standards currently in development.

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## Live Webinar: Feature-based Product Line

[Automotive Design & Production: Managing Product Lines by Focusing on Features](#)

[Embedded Computing Design: Product Line Engineering — Intelligent manufacturing for intelligent products](#)

[Manufacturing Engineering: PLE Helps Engineering Teams Reduce Product Development Complexity](#)

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## PLE Success Stories

The following success stories spotlight Feature-based PLE deployments by some of the world's largest forward-thinking organizations:

[How Automotive Engineering Is Taking Product Line Engineering to the Extreme](#)

[The More You Do, the More You Save: The Superlinear Cost Avoidance Effect of Systems Product Line Engineering](#)

[A Methodical Approach to Product Line Adoption](#)

[Lessons from AEGIS — Organizational and Governance Aspects of a Major Product Line in a Multi-Program Environment](#)

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## About BigLever Software

BigLever Software™ is the long-standing leader in the Product Line Engineering field. BigLever's holistic onePLE™ solution delivers the leading-edge technology, proven methodology, business strategy and organizational change expertise needed to efficiently transition to and operate a game-changing PLE practice.

The company's state-of-the-art PLE methods and tools provide

# Engineering Meets IBM's Model-based Systems Engineering

Hosted by IBM

Presented by Jeff Pilato, BigLever Software

August 9, 2017 — 10:00 a.m. CDT



This webinar will explore the key engineering benefits and business impact of combining PLE's innovative featured-based variation management capabilities with the powerful visualization, analysis, verification, and validation capabilities of IBM's Model-based Systems Engineering (MBSE) solution.

Attendees will gain insight into how BigLever's Gears PLE Lifecycle Framework™ integrates with IBM Rhapsody, IBM DOORS, IBM DOORS NG, and other tools to support the combined use of Featured-based PLE and MBSE. This presentation will also spotlight recent examples of leading companies in automotive, aerospace, defense, and other industries that are combining these two approaches to achieve significant growth and yield order of magnitude returns.

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a unified, automated approach for feature-based variant management. This approach extends across the full lifecycle including engineering and operations disciplines; software, electrical, and mechanical domains; and tool ecosystem.

Some of the world's largest forward-thinking organizations across a spectrum of industries are leveraging BigLever's PLE solution to achieve competitive advantage through order-of-magnitude improvements in productivity, time-to-market, portfolio scalability, and product quality. For more information, visit [www.biglever.com](http://www.biglever.com).

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