Product Line Engineering Events in April

PLE insight

BigLever Software, Inc.

SPECIAL ANNOUNCEMENT

Product Line Engineering Events in April

Featuring Presentations by Tech-Clarity, General Motors, BigLever, and Method Park

Live Webinar: Product Line Engineering – Increasing Competitive Advantage by Reducing Time, Cost, and Complexity Across the Lifecycle

Presented by <u>Tech-Clarity</u> and <u>BigLever Software</u>
Hosted by <u>engineering.com</u>
April 28, 2016 – 1:00pm CDT

➡ Register

As the sophistication of manufactured, software-intensive products continually advances, the associated engineering and operational complexity and risk grow right alongside the business opportunities. The complexity of creating, delivering, maintaining, and evolving these products spans the full lifecycle – from portfolio planning to engineering, manufacturing, sales, and service.

One of the main challenges companies face is that the disciplines, tools, and vendors that have traditionally supported different facets of the lifecycle are based on widely different methodologies and have traditionally been isolated from each other. This webinar will address the need for a unified approach across three key disciplines: Product Line Engineering (PLE) for managing product variation, Application Lifecycle Management (ALM) for managing software-intensive systems, and Product Lifecycle Management (PLM) for managing mechanically-intensive systems and operations.

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.
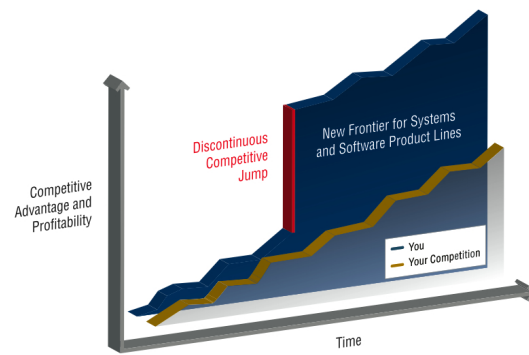
We are pleased to join forces with Tech-Clarity and engineering.com to present this live webinar – and with Method Park and General Motors to bring this afternoon event to the engineering community in the Detroit area. The presenters will share with you the latest advances in the PLE field, and how these innovations can benefit your organization.

We hope that you will join us!

Careers at BigLever

As the PLE field grows, so does BigLever. We seek preeminent, experienced, industry professionals with proven expertise, instincts, and drive to help achieve our mission to revolutionize the

Presenters will explore how organizations are overcoming these challenges and achieving competitive advantage through innovative PLE approaches that fundamentally change the way product lines are engineered – enabling ALM and PLM to better integrate and align across the enterprise.

In this live webinar, you will learn:

- How companies are leveraging the combined strengths of PLM, ALM, and PLE to achieve whole factor improvements in efficiency, cost reduction, time-to-market, product line scalability, and quality.
- Insights from Tech-Clarity regarding how embedded software – combined with the ability to tailor products through PLE approaches – enables organizations to differentiate products, streamline development efforts, and boost profitability.
- Strategies for reducing variant management complexity by establishing a "single source of feature truth" for all software, electronic, mechanical, and operations artifacts across the engineering V.
- How a unified featured-based PLE approach facilitates better interoperability across software, electrical, and mechanical teams, and improves cross-functional alignment between engineering and business operations.

This webinar will be presented by **Michelle Boucher**, vice president of Research for Engineering Software for research firm Tech-Clarity, and **Dr. Charles Krueger**, BigLever Software CEO.

>> Learn more about this event, or register to attend.

Detroit-Area Event: Product Lines in the Park Featuring BigLever Software and General Motors

Presented by Method Park
Rochester, Michigan
The Royal Park Hotel
April 26, 2016 — 1:00p to 4:00p

[Register]

Method Park's "Talk in the Park" events are driven by the interests and needs of the community. These interactive events provide an opportunity to meet leaders in topics critical to the industry, learn from their experiences, engage and make connections, and contribute to the discussion.

systems and software engineering field with leading-edge PLE innovation.

BigLever is currently seeking candidates to join our Customer Success team, working in close collaboration with our customers' world class technical and business leadership to plan and execute the industry's highest-impact PLE deployments.

This is a high profile opportunity to lead the execution in BigLever's customer service engagements, including solution pathfinding, business and technical leadership mentoring, and practitioner training.

>> Learn more.

General Motors Case Study: How Automotive Engineering is Taking PLE to the Extreme

At the 19th International Software Product Line Conference (SPLC 2015), General Motors presented a case study addressing the latest PLE advances in the automotive arena. Co-authored by Len Wozniak of General Motors and Dr. Paul Clements, the case study uses the vehicle product line at General Motors to illustrate the journey through automotive PLE.

This case study explores the need for efficient manufacturing, complexity management, concurrent development streams, globally distributed engineering and production, a hierarchical product family tree, multi-level variation binding, constraint management, and a highly robust and integrated PLE tooling environment.
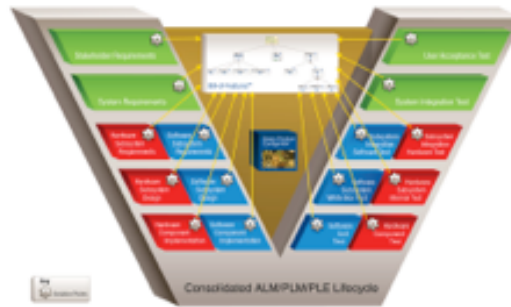
The PLE paradigm supporting

In this inaugural Talk in the Park event in the Detroit area, we are pleased to host industry leaders from BigLever Software and General Motors who will share their insights regarding the value, business and technical impact, and success of Product Line Engineering in the automotive realm.

About this Product Lines in the Park Event

Product Line Engineering has emerged as a game-changing paradigm for enabling a fully unified variant and complexity management approach across the full lifecycle – from portfolio planning to engineering, product definition, supply chain, manufacturing, sales, and service.

PLE is delivering dramatic improvements in complexity reduction through a holistic, featured-based variant management approach and mechanism for a product family – a "single source of feature truth" for all software, electronic, mechanical, and operations artifacts across the engineering V.

Consolidated ALM/PLM/PLE Lifecycle

At this event, BigLever and General Motors will spotlight how automotive manufacturing is driving PLE to new levels of innovation, including such new PLE capabilities as:

- *Bill of Features* – allows companies to use a Bill of Features to determine materials (mechanical, electrical, wiring, software, calibrations, requirements, designs, test cases, documentation, etc) rather than a Bill of Materials to determine features.
- *Multistage Configuration* – enables product line managers and marketers to better comprehend, organize, and manage complex product family trees based on product line features.
- *Feature/Option Bundles* – simplifies the complexity of feature choice "combinatorics" by defining feature option bundles, allowing product line managers to effectively analyze and manage those bundles.

As General Motors looks to transition to AUTOSAR, the company sees the advances enabled by PLE as critical to success. GM and BigLever will highlight how these leading-edge PLE capabilities will be leveraged in AUTOSAR to help meet the diverse needs and requirements of GM's suppliers.

Method Park and BigLever will provide a preview of their latest collaboration – an approach for using the Stages Process Management System to model, automate, and manage PLE processes for improving cross-functional communication and alignment in PLE deployments.

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these implications brings about a number of opportunities for analysis and automation that provide production efficiencies previously unattainable. The case study focuses on one example in depth: The management and automated generation of the many thousands of calibration parameters that determine vehicle specific software behavior.

>> See Case Study: How Automotive Engineering Is Taking PLE to the Extreme.

PLE in Automotive Design & Production Magazine

A recent article featured in *Automotive Design & Production Magazine* explores the latest innovations in PLE, with a well-constructed view into the essential role that featured-based approaches play in these innovations.

Author Lawrence Gould offers valuable insights into the "variation problem" and how PLE effectively addresses these complexities. This article spotlights the importance of the continued convergence of PLE and Product Lifecycle Management (PLM) technologies, with an overview of the integrated PLE/PLM capabilities being delivered by BigLever.

>> See Article: Managing Product Lines by Focusing on Features.

About BigLever Software

BigLever Software, Inc.™ is the leading provider of systems and software product line engineering solutions. BigLever's patented Gears™ solution enables organizations to reduce development costs and bring new product line

Presenters will include **Rick Flores**, Technical Fellow at General Motors, **Robert Baillargeon**, Principal Consultant at Method Park America, and **Dr. Charles Krueger**, BigLever Software CEO.

>> [Learn more about this event, or register to attend](#).

features and products to market faster, enabling businesses to more reliably target and hit strategic market windows. For more information, visit [www.biglever.com](#).

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