

Welcome to the...



Product Development Symposium 2017

Technical University of Denmark- 7th-10th November

DTU Mechanical Engineering
Department of Mechanical Engineering

Section of:
Engineering Design & Product Development

And now, welcome to...

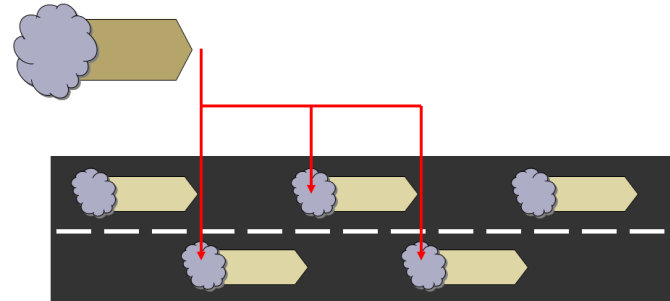
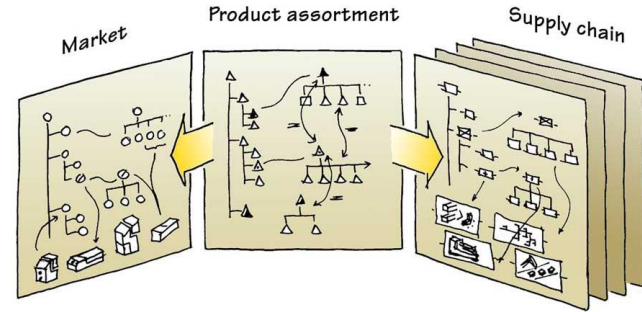


PRODUCT ARCHITECTURE DAY 17

Technical University of Denmark - 7th November

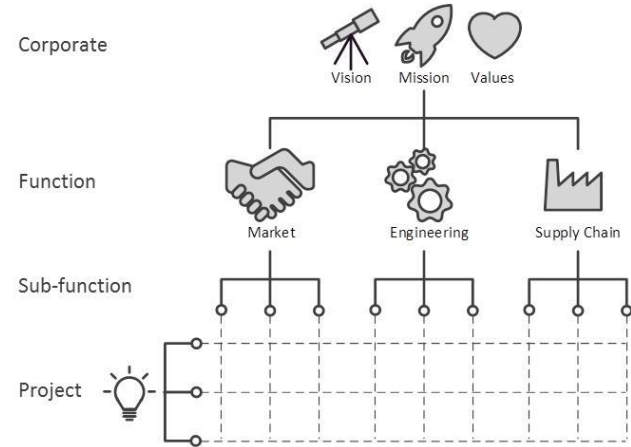
Why this symposium? (1)

- Modularization is one of the most powerful initiatives a company can execute
- “Weak” portfolio management



Why this symposium? (2)

- Cross product line thinking/Complex organization

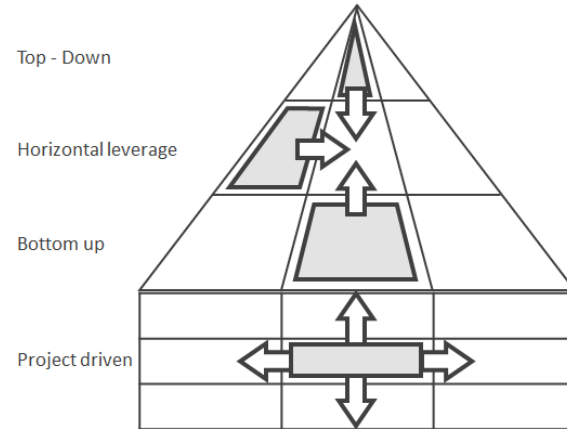


- The financial justification

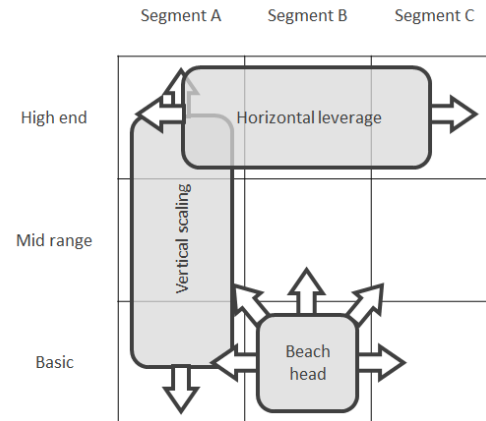


Why this symposium? (3)

- Governance



- Product strategy



Agenda

09.00 Introduction
Prof. Niels Henrik Mortensen



09.15 Organizing and Managing Modular Strategies and
Development, Prof. Ron Sanchez



10:15 Break

10.30 Electrolux experience with financial top driven modularization
Christian Eskildsen, VP Global Operations & Head Modularization



11.30 Modularisation Benefits – A LEGO Story made tangible
Dr. Poul Kyvsgaard Hansen



12.15: Lunch

Agenda

13.15 Collaborative Product and Manufacturing Platform Development in Grundfos - Tangible reduction of complexity and cost

Bjørn Langeland, Chief Engineer and
Martin Løkkegaard, PhD Student



14.00 Supporting the Development of Vehicle Architectures using a Parameter Management Approach

Dr. Ferdinand Toepfer

DAIMLER

14:45 Break

15.00 How BP reduced complexity in large scale project execution

Dr. Bob Robinson, Exploration & Benchmarking Director



Agenda

15.45 Modular architectures in GEA
Gerhardt Jacobsen, Safety & Concepts



16.30 Handling modularity by means of product configuration
Morten Hugo Bennick, Engineer & Configuration Manager



17:15: Wine reception