**Focus Day**
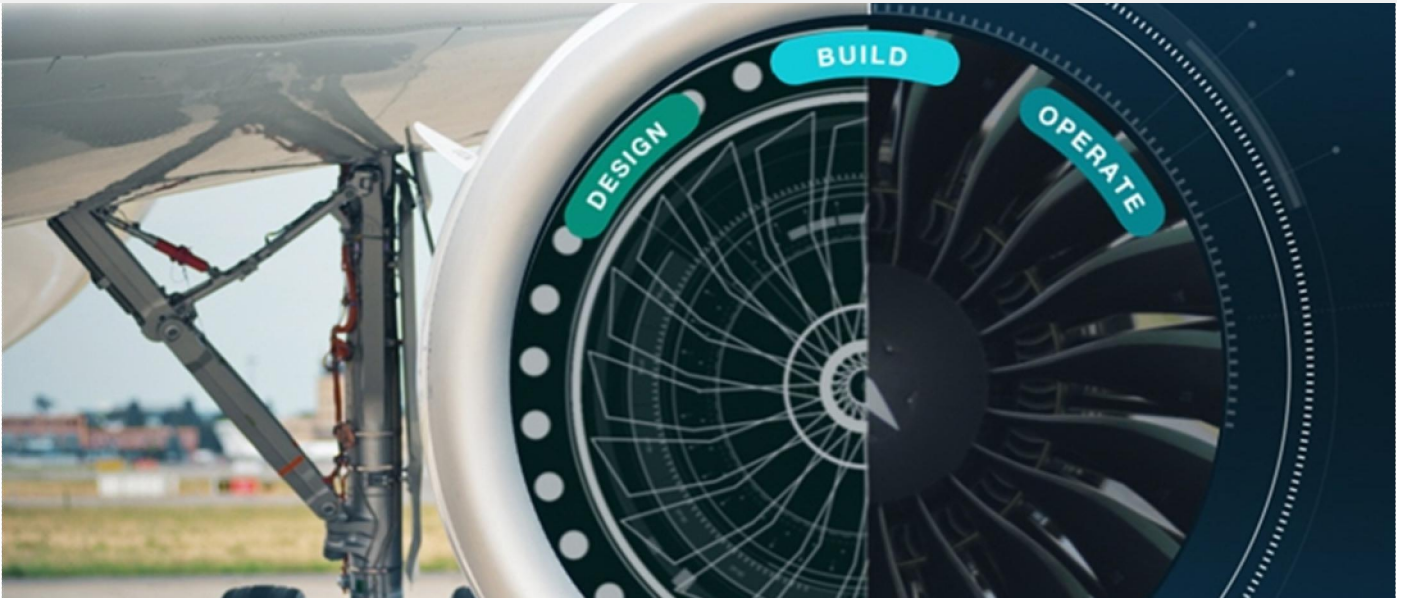
# Digital Transformation with Digital Twin and Model Based Systems Engineering



## Zurich, Tuesday, 12 June 2018, 1 p.m. - 5 p.m.

**@ IBM, Vulkanstrasse 106, Zurich, next to the SBB train station Zurich Altstetten**
**Lunch & registration 12 am - 1 pm, networking aperitif 5 - 6:30 pm**

Product Engineering organizations are under constant pressure to deliver more functions to a larger customer base with a shorter time to market. The increase in product complexity pushes the industry to advance and adopt digital methods and processes. Digital Twin is a product life-cycle framework. It leverages recent advancements in product life-cycle methods and IT with the clear purpose to drive tangible business outcomes. At its core is the model based systems engineering alongside with advanced analytics. The promise is to increase the life-cycle efficiencies, agility and product quality. In this seminar we will discuss and demonstrate such concepts, in the context of use cases, value propositions, tools and processes that support your digital transformation journey.

### Eran Gery - IBM Watson IoT - Continuous Engineering - Distinguished Engineer, CTO

- Eran travels the world talking to customers and leading them to meet their visions in product development.
- He has a large insight of IBM's capabilities being the thought leader for many initiatives.

### Philip Zollinger - EVOCEAN - Managing Partner

- Philip founded EVOCEAN to help customers in meeting the ever more complex challenges in product development.
- He always challenges the status quo to make it better, listening to customers and sharing best practices.

### Bernard Rygaert - EVOCEAN - Model Driven Systems Engineering Advocate

- Bernard has been in various engineering roles in the industry, tool suppliers and consulting.
- He now guides customers to new ways of thinking in model based systems engineering.

## Agenda

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| 12:00-1:00 | Snacks and Registration |
| 1:00-1:15 | Welcome |
| 1:15-2:00 | Digital Twin - IBM initiatives in the context of Product Development |
| 2:00-2:15 | Setting the context for Model Bases Systems Engineering (MBSE) |
| 2:15-3:00 | MBSE and Digital Twin - overview |
| 3:00-3:30 | Break |
| 3:30-4:15 | MBSE and Digital Twin - deep dive |
| 4:15-5:00 | Discussion, wrap-up followed by a networking aperitif until 6:30 pm |

## Costs

- For free
- Limited number of participants

## What drives us

There is a lot of talk around the Digital Twin. The vision of having a virtual representation of one's product, including not only the static elements, but also its dynamics has a lot of appeal. Especially, if the virtual digital twin can be put in various contexts and analytics can be used to gain insights, learn and act.

As such, the Digital Twin is part of the larger Digital Transformation connecting products and operations in a world of things which are becoming ever more intelligent, digital and connected.

We believe that at the heart, the dynamic model of the product, system or thing is core to enable and allow the promises of the Digital Twin and for it to become reality. The approach presented by EVOCEAN brakes with the general status quo in Systems Engineering and is based on diverse customer projects in various domains.

This event is aimed to give you a broad (IBM), but also very focused and practical approach (EVOCEAN)... based on experiences. It will also allow to discuss the different points of view in this context.

We want the information to have practical relevance and to give insights. Further, we hope to inspire participants to be able to discuss and act in regard to their specific challenges.

The event is addressed to development, product, technology and business managers, as well to systems engineers interested in sharing experiences and learning from others. We are looking forward to an interesting afternoon with lots of discussions.

## General Information

- All talks and discussion will be held in English.
- All information will be communicated via e-mail.
- EVOCEAN is organising this event together with IBM.
  Do you have any questions? Don't hesitate to contact us: Philip Zollinger, +41 41 790 78 88

**Registration:** online www.evocean.com/events, info@evocean.com or per fax  +41 41 790 78 93

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