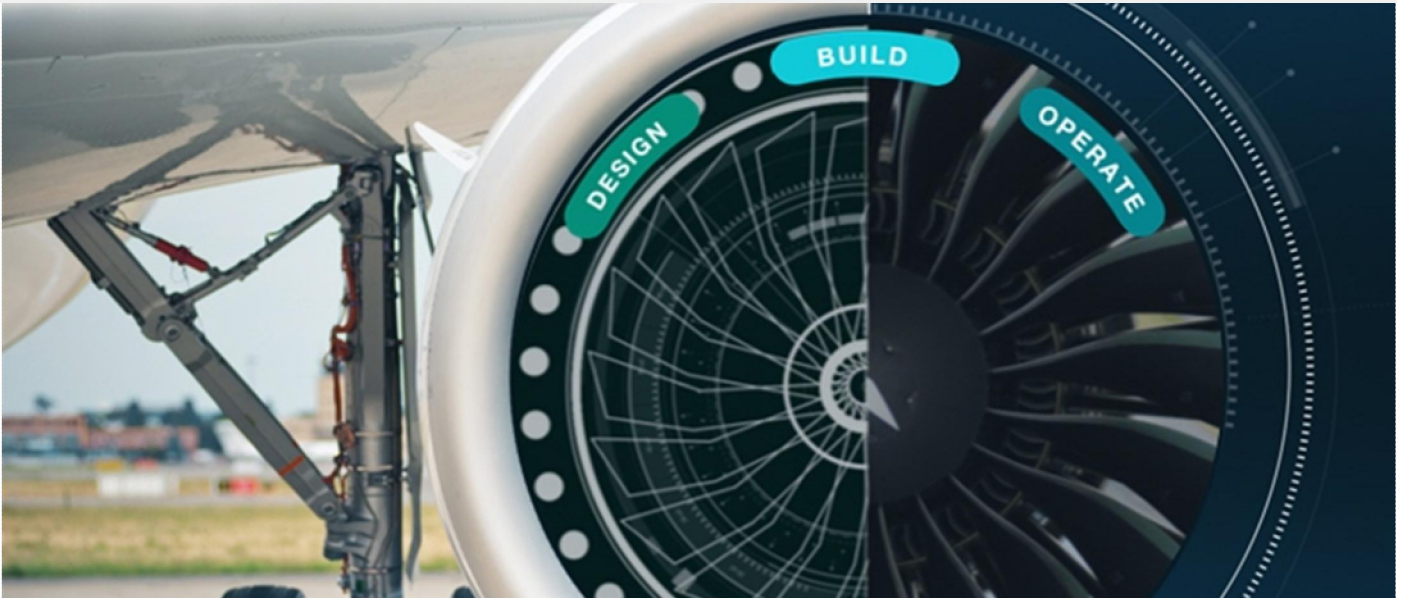


## Focus Day Digital Transformation with Digital Twin and Model Based Systems Engineering



**Zürich, Tuesday, 12 June 2018, 1 PM - 5 PM**

**@ IBM, Vulkanstrasse 106, Zürich, directly next to SBB Train Station Zürich Altstetten**

**Lunch & Registration 12 AM - 1 PM, Networking-Apéro 5 - 6:30 PM**

Product Engineering organizations are under constant pressure to deliver more functions to a larger customer base in shorter time to market. Such increase in product complexity pushes the industry to advance and adopt digital methods and processes. Digital twin is a product life-cycle framework that leverages recent advancements in product life-cycle methods and IT technology with the clear purpose to drive tangible business outcomes. At its core is model based systems engineering alongside with advanced analytics with the premise to increase lifecycle 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 again challenge the status quo to make it better, listening to customers and sharing best practices.

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

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

## Agenda

12:00-13:00	Snacks and Registration
13:00-13:15	Welcome
13:15-14:00	Digital Twin - IBM Initiatives in the Context of Product Development
14:00-14:15	Setting the Context for Model Bases Systems Engineering (MBSE)
14:15-15:00	MBSE and Digital Twin - Overview
15:00-15:30	Break
15:30-16:15	MBSE and Digital Twin - Deep Dive
16:15-17:00	Discussion, Wrap-up followed by a networking Apéro until 18:30.

## Costs

- For free
- Participants are limited

## 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 when being able to put the twin in various contexts and to use analytics 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 breaks 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 and shall also allow to discuss the different point of views in this context.

We want the information to have practical relevance and to give insights and hope us such also to inspire participants to be able to discuss and act in regards to their specific challenges.

The Event is addressed towards Development-, Product-, Technology-, Business Managers, as well Systems Engineers interested in sharing experiences and learning from others. We are looking forward to an interesting afternoon with lots of discussion.

## General Information

- All talks and discussion will be held in english.
- All information will be communicated via e-mail.
- EVOCEAN is organising this Event with IBM. Have you any questions? Do not hesitate to contact us:  
Philip Zollinger, +41 41 790 78 88

**Registration:** online [www.evocean.com/events](http://www.evocean.com/events), [info@evocean.com](mailto:info@evocean.com) or per Fax +41 41 790 78 93

First Name	_____	Company	_____
Name	_____	Street	_____
Function	_____	Postcode/ Place	_____
E-Mail	_____	Tel.	_____
Comments	_____		

---

### EVOCEAN GmbH

Grundstrasse 8, CH-6343 Rotkreuz

[www.evocean.com](http://www.evocean.com), [info@evocean.com](mailto:info@evocean.com), Tel. +41 41 790 78 88