

Welcome to the...



Product Development Symposium 2018

Technical University of Denmark - 6th-9th November

DTU Mechanical Engineering
Department of Mechanical Engineering

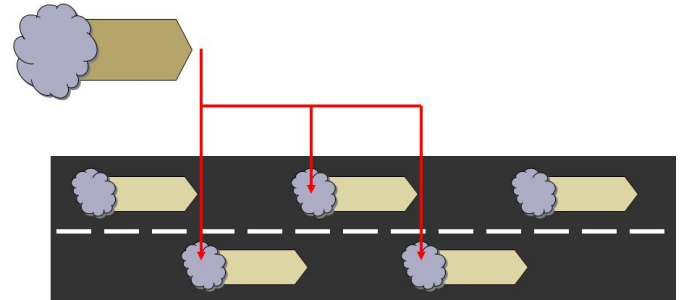
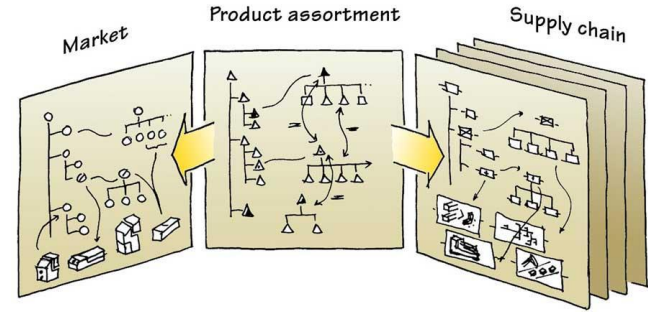
And now, welcome
to...



PRODUCT ARCHITECTURES DAY 18

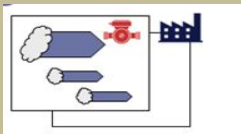
Why this symposium?

Most powerful initiative in modern companies

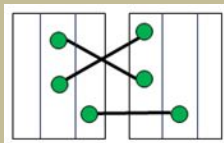


What (partly) works

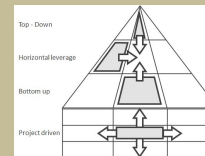
Big lead projects



Area by area



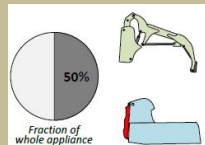
Component Top down



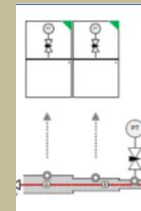
Design principles



Top x module areas



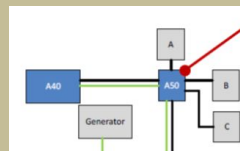
Critical eng. areas



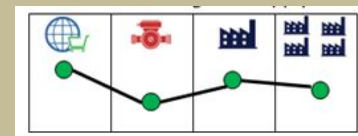
Manufacturing driven



Stable core



End - to - end



Agenda(1)

09.00 *Introduction*

Prof. Niels Henrik Mortensen, Head of Section of
Engineering Design & Product Development, DTU-MEK



09.15 *An Architectural runway to support new business opportunities*

Magnus Antonsson, Architecture Strategist, Volvo Car Corporation



10.00 *How Volvo Construction Equipment successfully implemented
Modularization*

Talfryn Finniear, Global Director Product Architecture, Volvo Construction
Equipment



10:45 Break

11.00 *Modularization in Construction*

Anders Kudsk, Head Of Section for Concepts and Innovation, NCC



Agenda(2)

11.45 *Modularization Challenge PART 1*

Martin Løkkegaard, Post Doc.



12.30 *Lunch*

13.15 *Modularization Challenge PART 2*

14:15 *Break*

14.30 *Embedding Modularity in Management Processes*

Prof. Ron Sanchez, Professor of Management, CBS



Agenda(3)

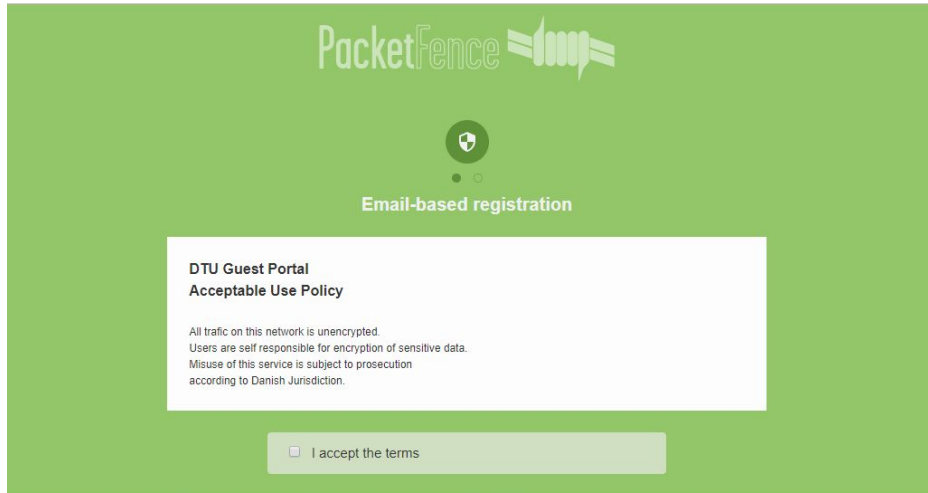
15.30 *Digital Modular PLM... – experience from implementation
journey in a big international engineering company,*
Christian Eskildsen, VP Global Operations & Head Modularization, Electrolux



16.30 Q&A

17:15 *Wine reception*

Connecting to the Wifi



Network: **dtuguest**

1. Accept the term
2. Add your email
3. Open your email and click activate
4. You're online!

Open questions

- How does modular architectures and technology development co exist (IOT, Electromobility...)?
- Where does modularization belong in an organization?
- Can we learn from how quality management, ERP system etc are implemented?
- Can modularization be driven from e.g. IT or financials?
- Role of IT
- Is the business case clear?
- Big bang versus pilot
- 4,0 and modularity?
- Digitalization and architecture?