

News Release

FOR IMMEDIATE RELEASE

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Tristan Gegaden, Head of Operations for the EADS PLM Harmonization Center to Keynote at CIMdata's PLM Road Map™ 2012

Presentation will consider best practices related to large-scale PLM program governance as experienced in relation to the EADS PHENIX initiative.

Ann Arbor, Michigan, August 9, 2012—CIMdata, Inc., the leading global Product Lifecycle Management (PLM) management consulting and research firm announces that Tristan Gegaden, Head of Operations for the EADS PLM Harmonization Center, will make a keynote presentation at PLM Road Map™ 2012. The keynote lineup also includes presentations by automotive expert Dr. David E. Cole, Georgia Institute of Technology's Professor Dimitri Mavris, and Dana Holding Corporation's Frank Popielas. PLM Road Map 2012 will take place at the Inn at St. John's, outside of Detroit, on October 2 and 3.

While looking for new areas of productivity, competitiveness, and innovation, EADS—the European Aeronautic Defense & Space Company—identified in early 2007 the need to raise PLM to the strategic level of the Group. This change in emphasis was necessary both to avoid any industrial disaster and to accelerate adoption of the new paradigm of increasing collaboration between dispersed engineering, manufacturing, and services locations. From that point forward PLM has been regarded as a strategic asset for EADS, an asset that is firmly rooted at the core of a lean industrial system. A significant driver for this harmonization is standards, which enables PLM interoperability throughout the extended enterprise. The harmonization of PLM across all the divisions and business units of EADS came to be known as the PHENIX (PLM Harmonization for Enhanced Integration and Excellence) programme.

In his keynote presentation, “Why PLM is Strategic: The Example of EADS/PHENIX,” Tristan Gegaden will consider best practices related to large-scale PLM program governance, as experienced in the widely acclaimed PHENIX programme.

PLM Road Map is the must-attend event for industry executives and PLM practitioners globally—providing independent education and a collaborative networking environment where ideas, trends, experiences, and relationships critical to the industry, germinate and take root. It is a strategic conference focused on how companies are successfully employing PLM strategies and enabling solutions to meet challenging product development, manufacturing, and deployment issues. PLM Road Map 2012 is a two-day event that will challenge attendees to shift their current thinking to a new level, through presentations focusing on the global transformation of product development and innovation processes. PLM Road Map

is the leading international event that helps companies leverage cross-disciplinary and cross-industry knowledge and feedback to smooth and speed their PLM journey. For more information on PLM Road Map 2012, visit our website at:

http://plmforesight.cimdata.com/index.cfm?content=include_conference12.cfm

About Tristan Gegaden, Head of Operations for the EADS PLM Harmonization Center

Tristan Gegaden has ten years of experience working in PLM in the aerospace and defense, and shipbuilding industries. He currently heads up the Operations of the EADS PLM Harmonization Center, coordinating a dozen PLM harmonization initiatives between EADS' Airbus, Eurocopter, Astrium, and Cassidian divisions.

Tristan has gained key competencies through the execution of PLM projects across engineering, customer support, and manufacturing engineering domains; fostering business improvement and innovation in the PLM area; and coordinating the implementation of business-enabling information technology.

Tristan holds a master's degree in Management from the Grande Ecole ESSCA and a specialized master's degree in Innovation and Management of Technology from Ecole Centrale in Paris.

About CIMdata

CIMdata, a leading independent worldwide firm, provides strategic management consulting to maximize an enterprise's ability to design and deliver innovative products and services through the application of Product Lifecycle Management (PLM) solutions. Since its founding in 1983, CIMdata has delivered world-class knowledge, expertise, and best-practice methods on PLM solutions. These solutions incorporate both business processes and a wide-ranging set of PLM-enabling technologies.

CIMdata works with both industrial organizations and suppliers of technologies and services seeking competitive advantage in the global economy. In addition to consulting, CIMdata conducts research, provides PLM-focused subscription services, and produces several commercial publications. The company also provides industry education through PLM certificate programs, seminars, and conferences worldwide. CIMdata serves clients around the world from offices in North America, Europe, and Asia-Pacific. To learn more about CIMdata's services, visit our website at www.CIMdata.com or contact CIMdata at: 3909 Research Park Drive, Ann Arbor, MI 48108, USA. Tel: +1 (734) 668-9922. Fax: +1 (734) 668-1957; or at Oogststraat 20, 6004 CV Weert, The Netherlands. Tel: +31 (0) 495 533 666.