

# JT OPEN

## The Role of JT in Global Innovation

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Procter & Gamble

SEPTEMBER 12 -14

2010 International Conference

VISUALIZING THE FUTURE

Hosted by

SIEMENS

# Making Everyday Life a Little Better

Four billion times a day, P&G brands touch the lives of people around the world.



# Innovative Products

It is a 'hard' challenge to design and produce 'soft' goods

Often the purchase decision is made in seconds

A lifetime of experience with design, performance, and price

Success depends on a close connection with people and understanding their needs

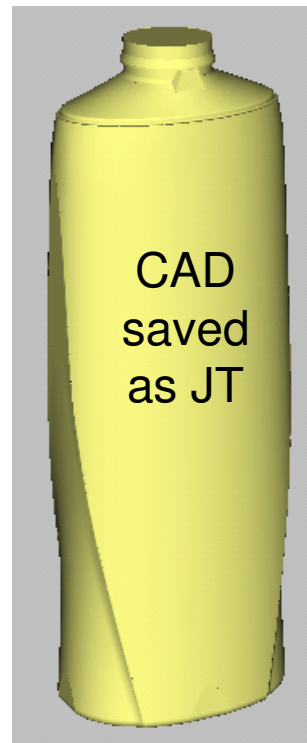
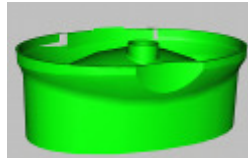
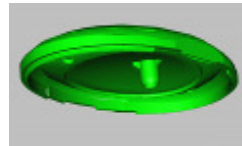


It all comes down to the difference we make in people's lives every day. Our purpose inspires us. Our values unite us. And our strengths enable us to make small but meaningful differences... every day.

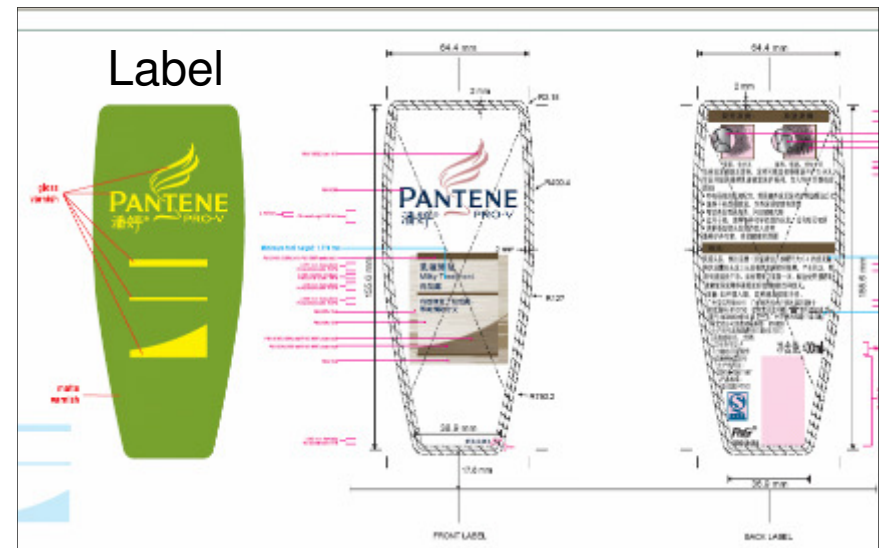
- A.G. Lafley, 2005



# Conceptual Package Visualization



JT can be used to decorate bottles from a variety of CAD sources



# Conceptual Package Visualization

## Evaluate different label options



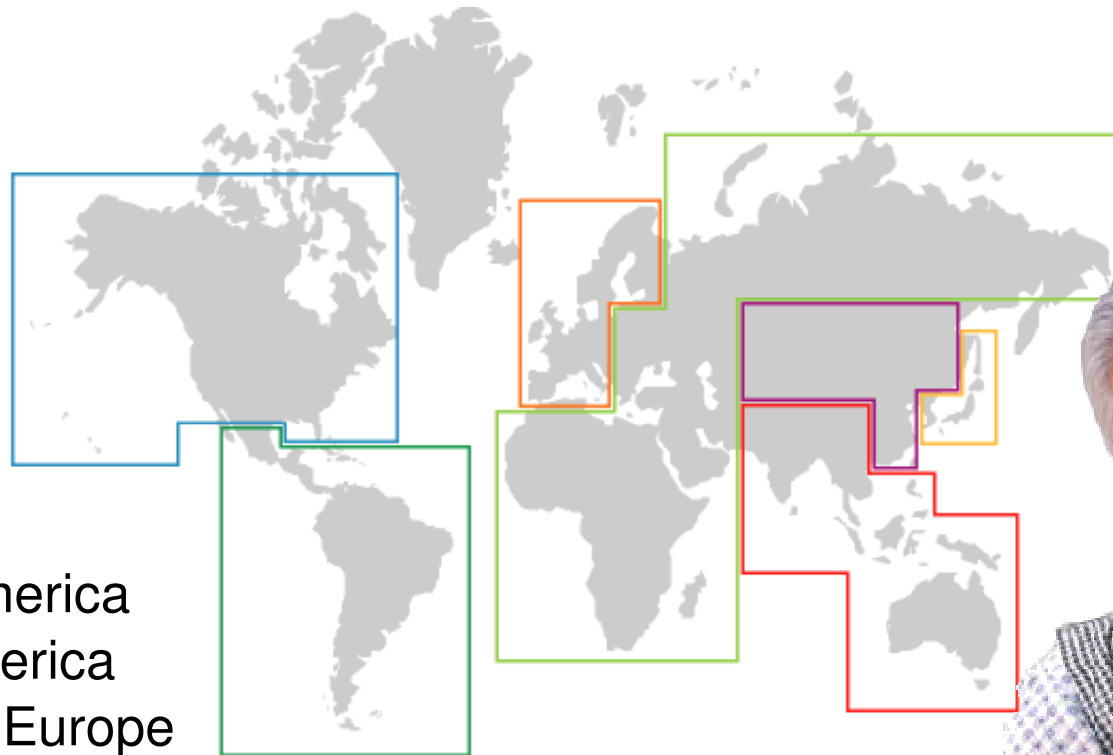
# Making Everyday Life a Little Better

## Options for your growing baby



# Worldwide Operations

135,000 employees, 80+ countries



- North America
- Latin America
- Western Europe
- Central and Eastern Europe, Middle East and Africa
- Greater China
- North East Asia
- Australasia, ASEAN, India

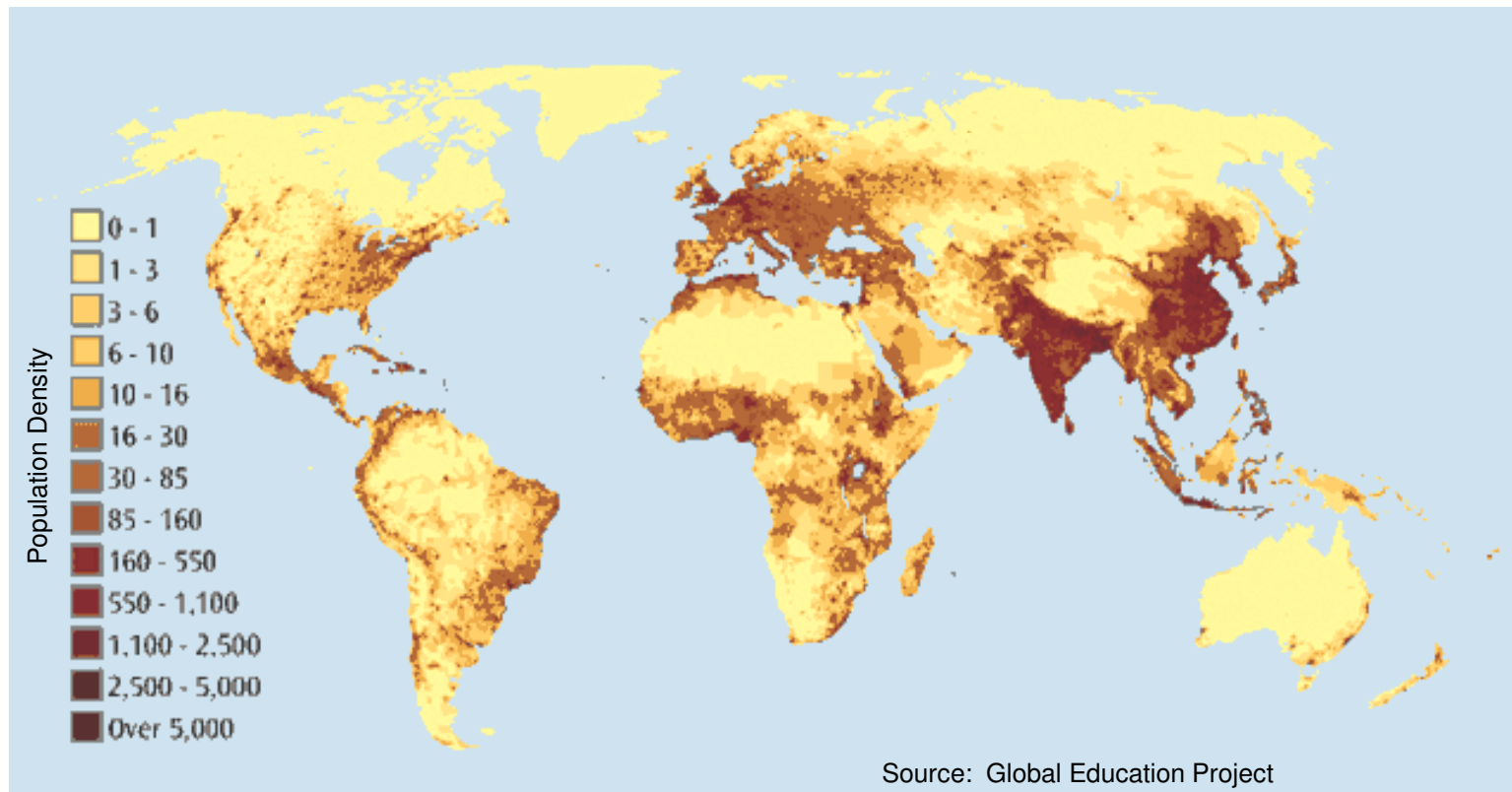




# 2011 - Seven Billion People

World population estimates milestones

Population (in billions)	1	2	3	4	5	6	7	8	9
Year	1804	1927	1960	1974	1987	1999	2011	2025	2045–2050
Years elapsed		123	33	14	13	12	12	14	20-25



## 6.8 billion people on the planet

- 3 billion live on less than \$2/day
  - 1 billion live on less than \$1/day
- Roughly 1 billion are illiterate
  - most are girls and women
- Nearly 1 billion are under-nourished
- More than 1 billion lack clean, safe drinking water
- 120 million children do not have access to even a primary education
- Half a million women die in childbirth every year



# Response

One of Two Choices



People can either be

# Overwhelmed

by the staggering statistics, or...

# Inspired

by the opportunity  
to make a difference.



# P&G's Corporate Cause

Focus on helping children in need



## Live, Learn and Thrive

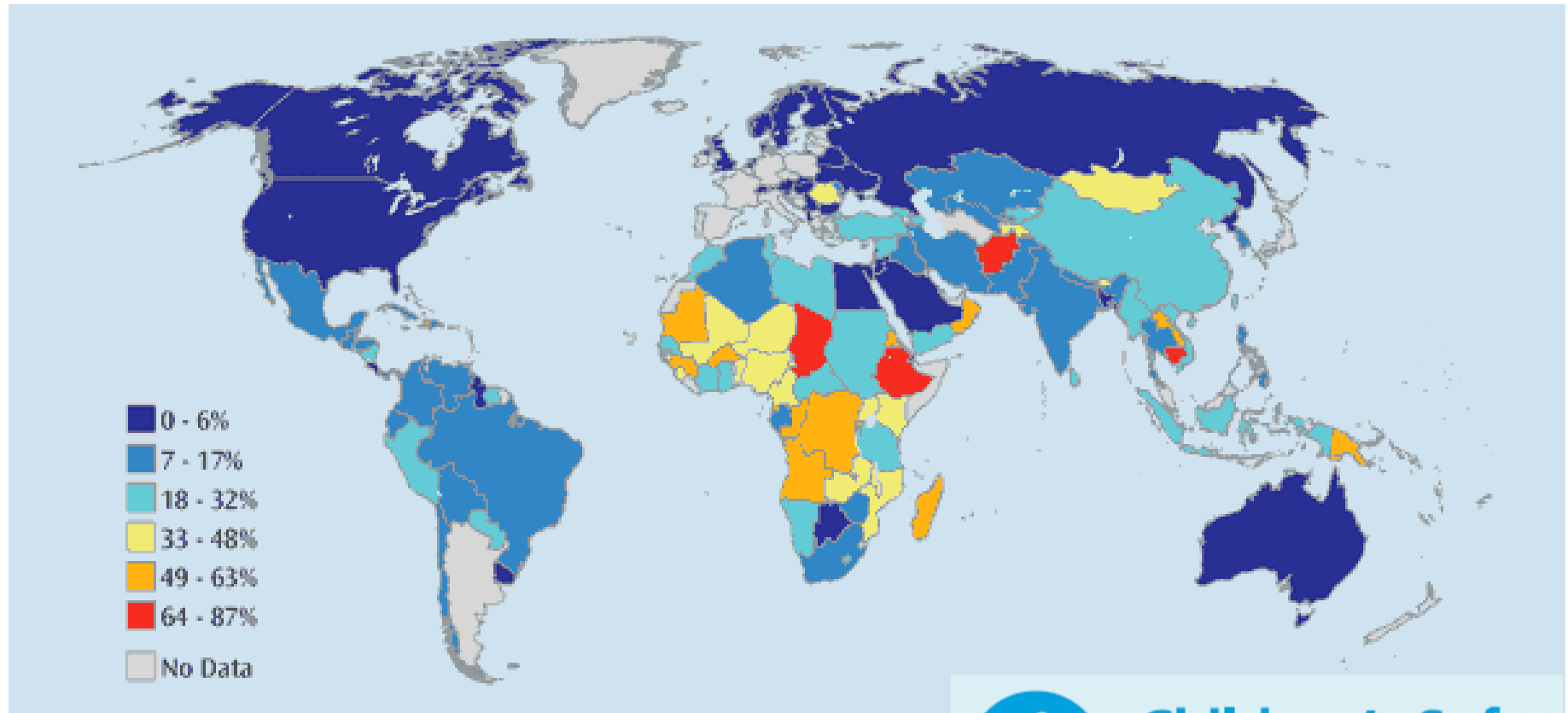
Development of children  
in need, ages 0-13,  
around the world

**LIVE** – Helping get off to a healthy start

**LEARN** – Providing access to education

**THRIVE** – Building skills for life

# Percentage of Population Without Reasonable Access to Safe Drinking Water



The Children's Safe Drinking Water program helped more than **50 million children** around the world this past year.



**Children's Safe  
Drinking Water**

**P&G** Live, Learn and Thrive® Initiative.



# Live, Learn and Thrive

Touching lives, improving life. **P&G**<sup>TM</sup>

more than 100 programs and partnerships including



**Special Olympics**

*P&G* Live, Learn and Thrive<sup>®</sup> Partnership.



*P&G* Live, Learn and Thrive<sup>®</sup> Initiative.



**Protecting Futures**  
keeping girls in school

*P&G* Live, Learn and Thrive<sup>®</sup> Initiative.



*P&G* Live, Learn and Thrive<sup>®</sup> Partnership.



*P&G* Live, Learn and Thrive<sup>®</sup> Initiative.



*P&G* Live, Learn and Thrive<sup>®</sup> Initiative.



*P&G* Live, Learn and Thrive<sup>®</sup> Partnership.



*P&G* Live, Learn and Thrive<sup>®</sup> Partnership.



**Children's Safe Drinking Water**

*P&G* Live, Learn and Thrive<sup>®</sup> Initiative.



*P&G* Live, Learn and Thrive<sup>®</sup> Partnership.



**Eliminando Barreras**

*P&G* Live, Learn and Thrive<sup>®</sup> Initiative.



*P&G* Live, Learn and Thrive<sup>®</sup> Initiative.

[www.pglivelearnthrive.com](http://www.pglivelearnthrive.com)

# Engineering and Manufacturing

## Innovative Processes and Equipment

Innovating products to meet people's needs is a core competency

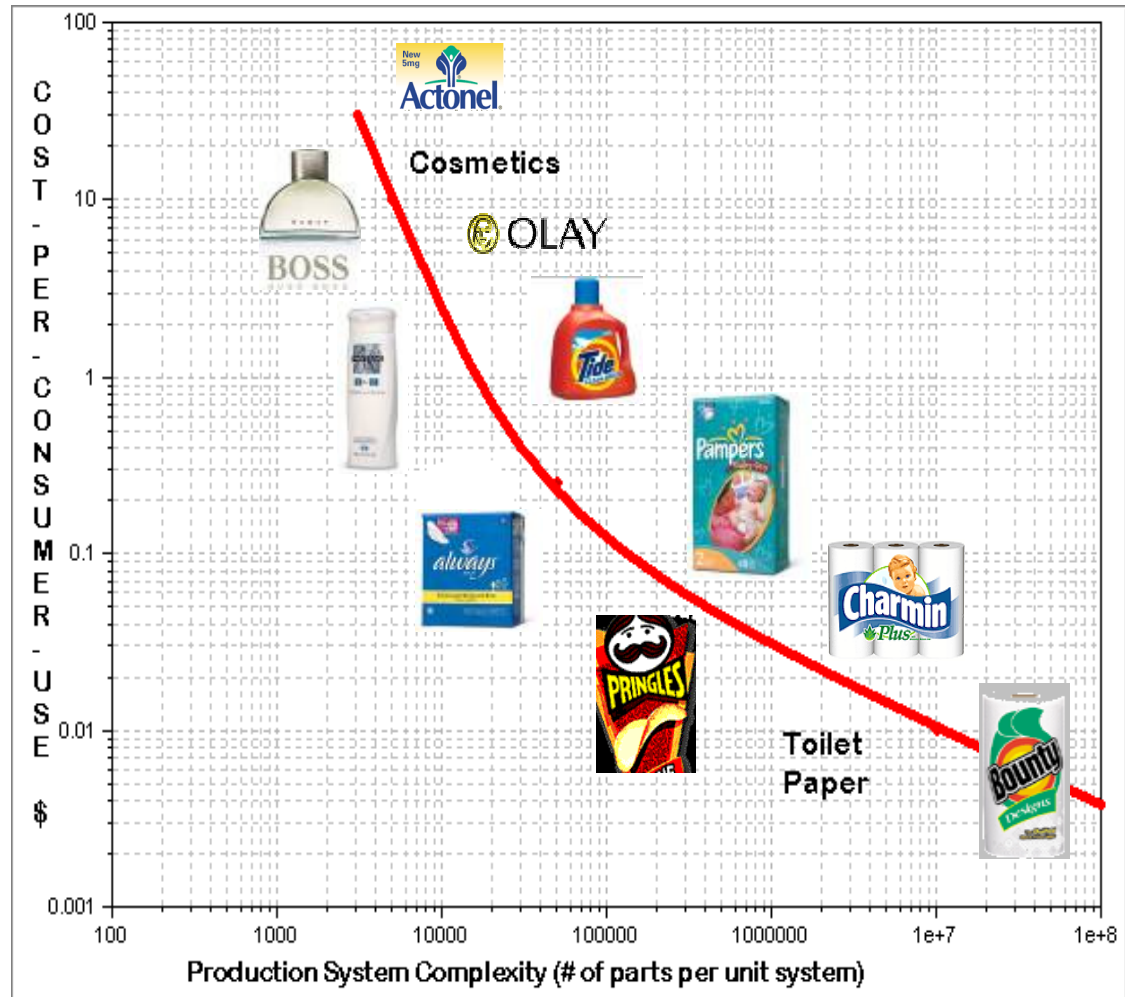
Often a new product innovation will require change in production equipment

Challenge our engineers to deliver reliable manufacturing systems throughout the world



# A Billion things are 'hard' to make

Production System Complexity is often **INVERSELY RELATED** to the Product Cost-per-Use



Mercedes S500

Boeing 767



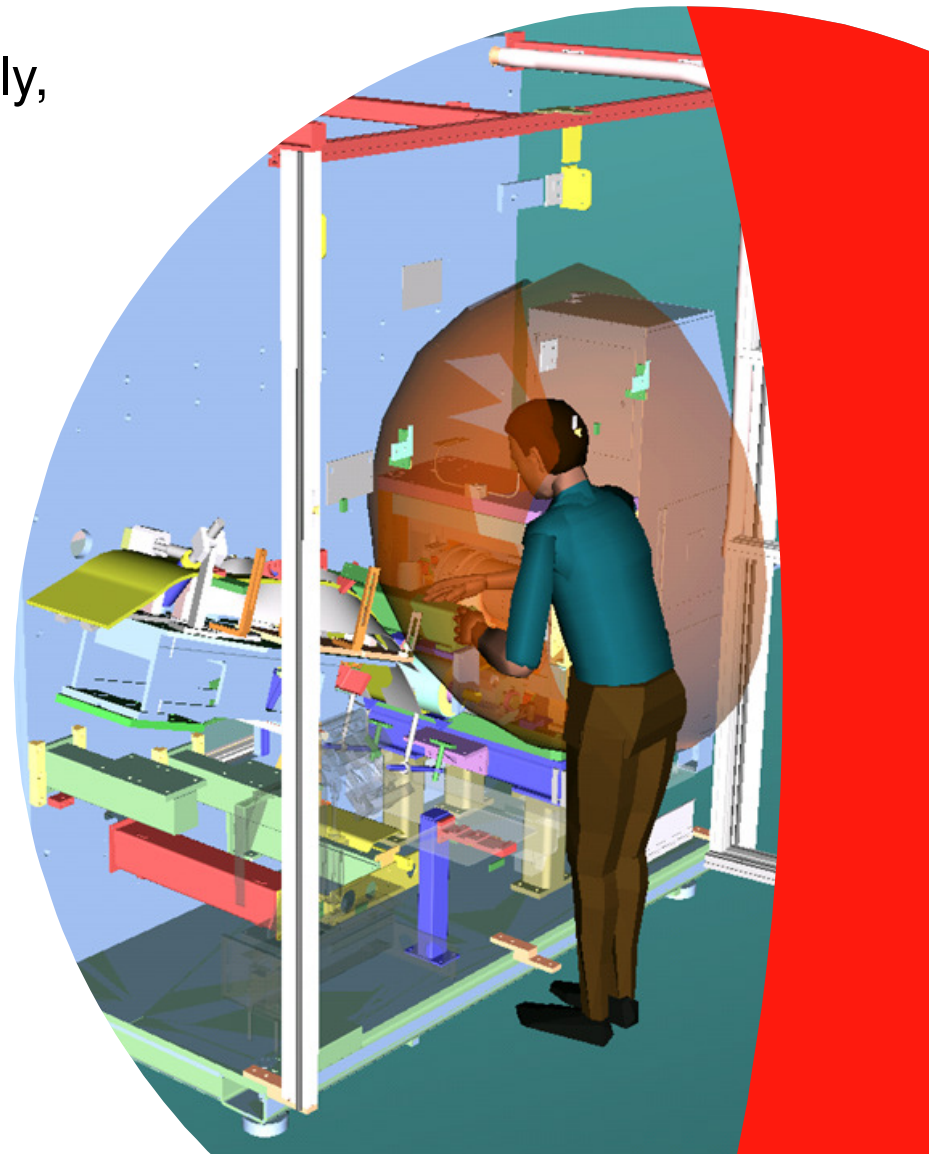
# Innovative Equipment

Produce products at high speed, reliably, without defects, at an affordable cost

Easily share information with our suppliers quickly and accurately

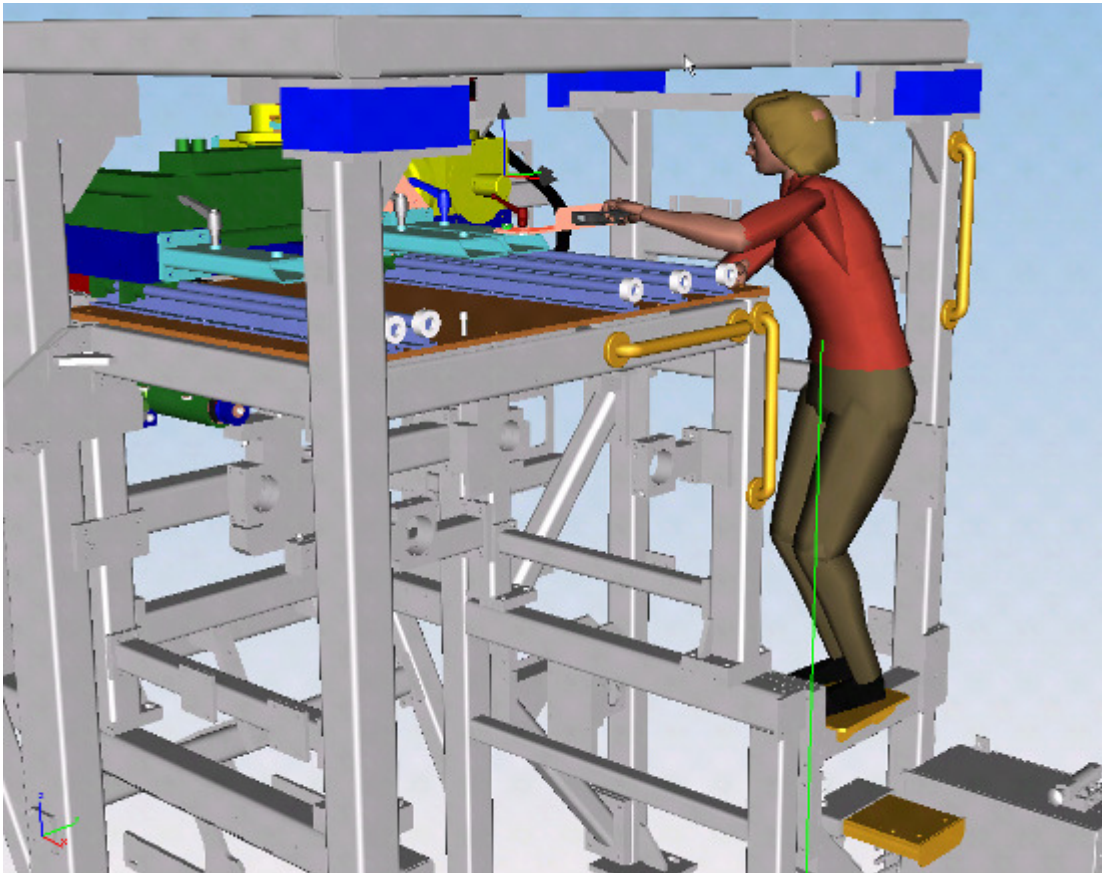
Must protect our designs and our suppliers' intellectual property

JT allows us to exchange designs without forcing all of our suppliers to use the same CAD format



# Equipment Visualization

## Evaluating Operator Safety



JT files from suppliers are more manageable (40MB instead of 400MB)

Assemblies from various sources can be combined to show design context

Safe operation can be evaluated using VisJack

# Visualize Equipment Layout

Discuss the operation before it is built

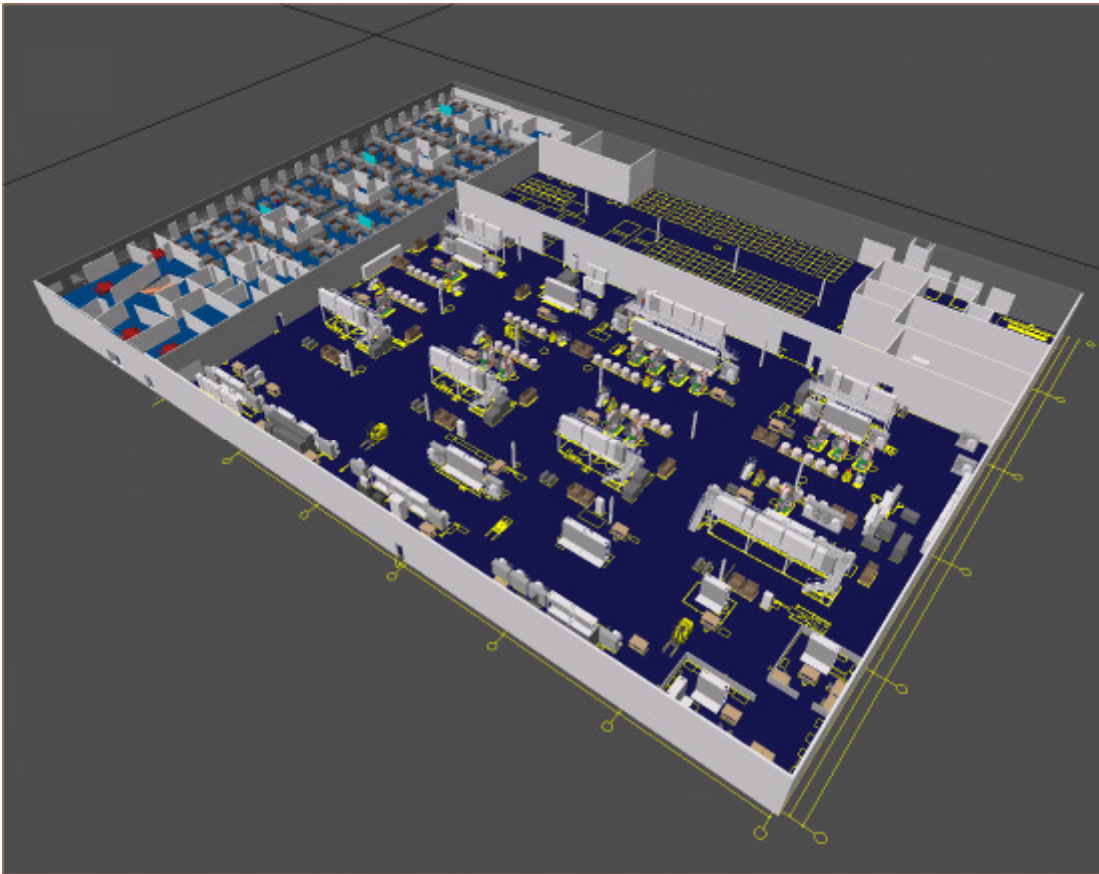


Since JT is smaller than CAD, complex, fully detailed models can be visualized

Manufacturing and Engineering can discuss design options earlier and reduce change requests

# Compare Site Layout Options

## FactoryCAD - FactoryFlow



Entire manufacturing sites can be modeled and reviewed

Compare equipment layout options earlier in the project

# Global Collaboration Tools

## JT and Teamcenter

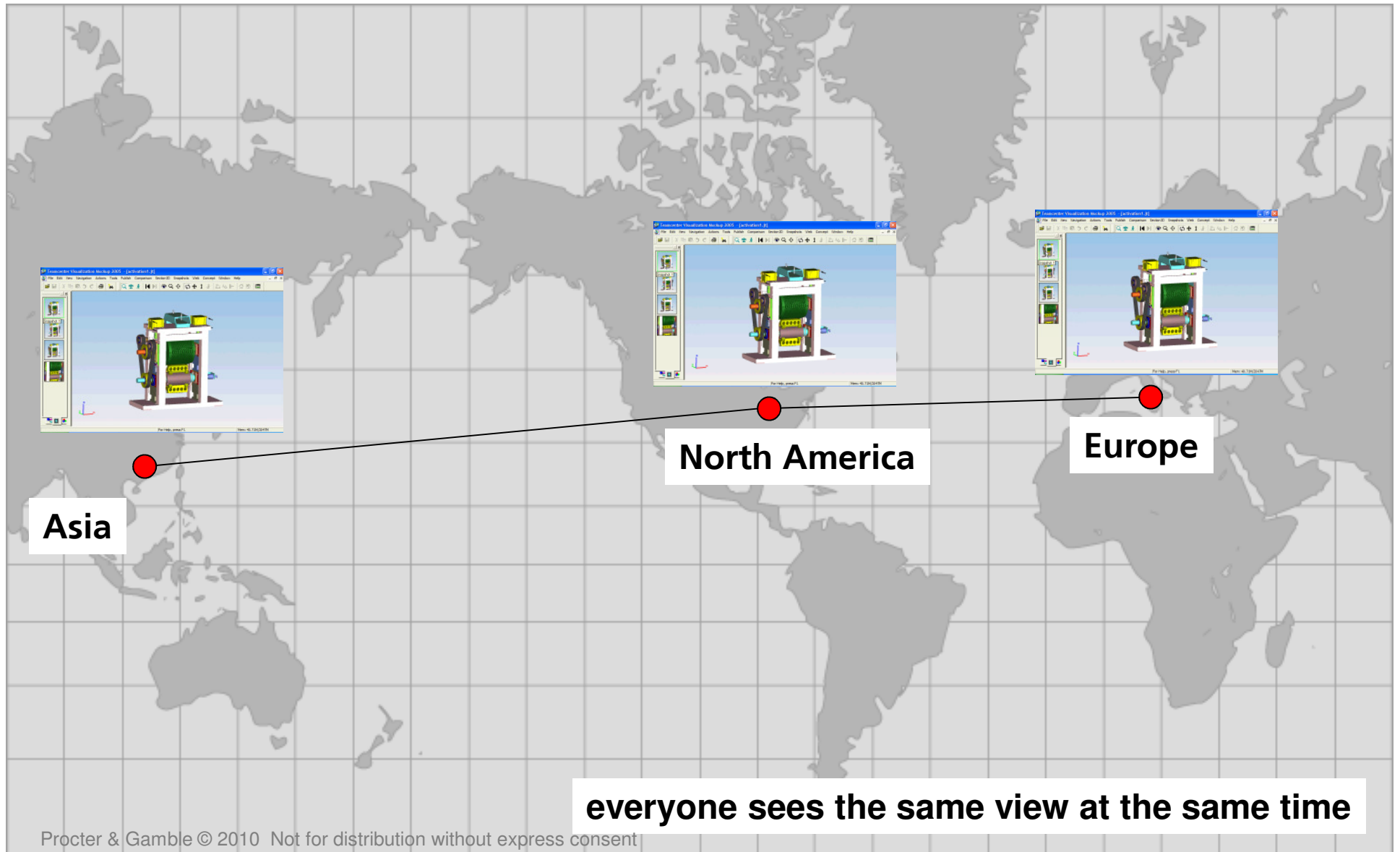
Teams work globally with suppliers and customers

JT is at the heart of a diverse suite of collaboration tools

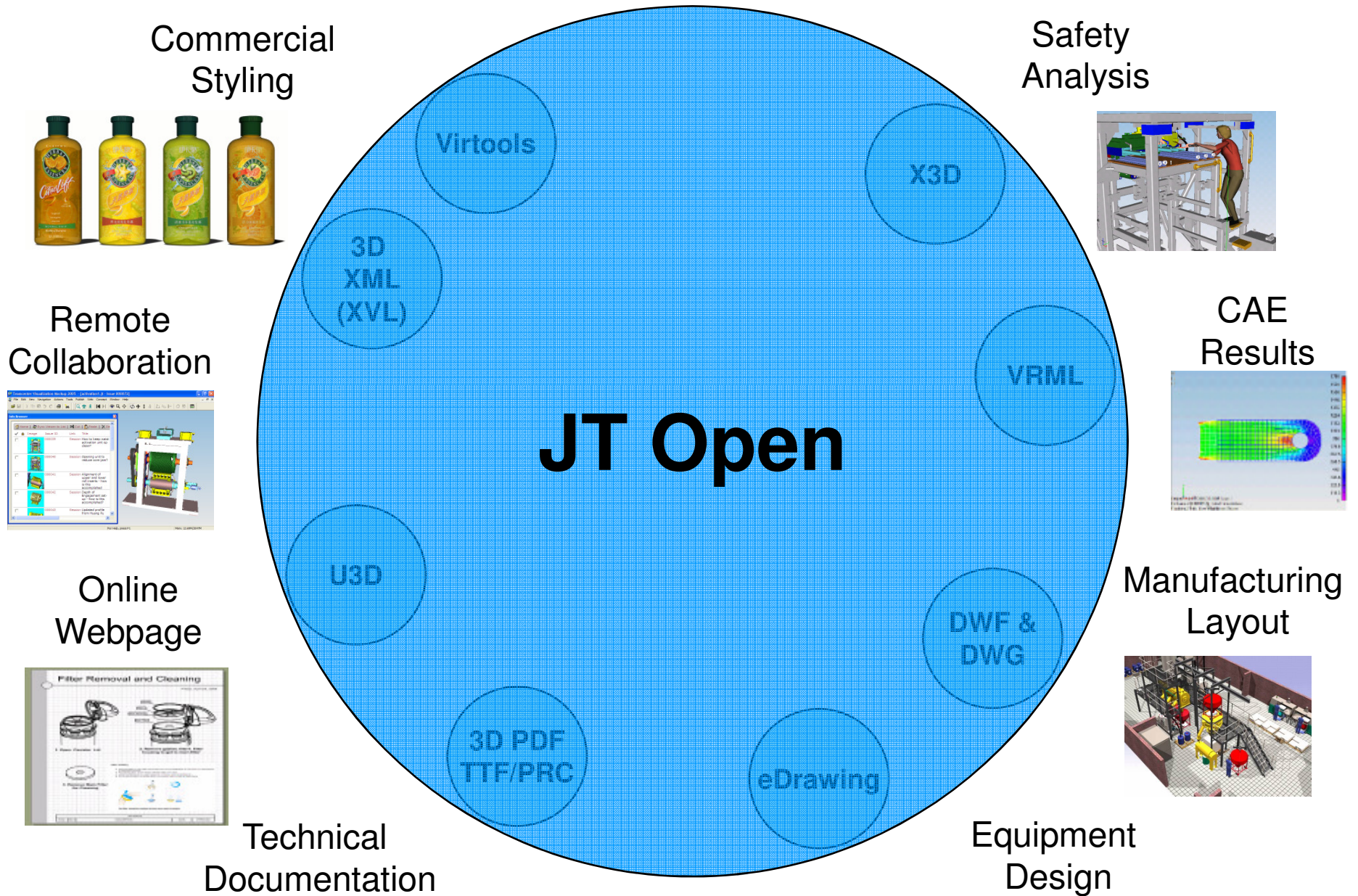
Multi-CAD support with JT, Lifecycle Visualization, JT2Go, Appshare, Visual Conferencing  
Teamcenter Community, Teamcenter Enterprise



# Realtime Visual Collaboration



# Integration makes JT different



# Summary

Appreciation for the hidden complexity behind products you buy and use everyday

Exposed you to some of the unique challenges in designing and producing consumer products

Understand how collaboration tools like JT and Teamcenter help P&G make everyday life a little better



Touching lives, improving life. *P&G*