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Siemens PLM Software

Managing the impact of embedded technologies on the new product introduction process

2017 Webinar

siemens.com/plm

Who should attend?

Automotive and vehicle suppliers, and heavy equipment and industrial machinery suppliers:

Quality and reliability engineering professionals tasked with developing, manufacturing and qualifying a new generation of products that contain smart embedded technologies. This includes compliance officers that are constantly balancing regulatory requirements against time-to-market pressures and the associated risks.

The vast majority of companies are introducing new products into a voracious market using tools and paradigms that predate the digital age by decades. Advanced product quality planning (APQP) and failure mode effects and analysis (FMEA) are more important than ever, but can fall short in assuring quality and effectively identifying and mitigating risk associated with new product introduction (NPI).

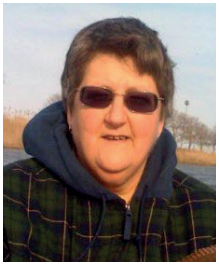
This webinar focuses on taking a broader look at how these traditional tools can be leveraged to address software and other embedded smart technologies. Application lifecycle management (ALM) is as crucial as addressing electromechanical requirements and risks.

We will focus on addressing the differing demands in the stage gate process for APQP as well as assuring that FMEAs and control plans are taking aim at a new generation of risks, including intentional misuse and cyber intrusion.

We will also focus on the importance of vetting and monitoring suppliers' fitness and capability to deliver software and other advanced technology components. This includes strategies for sharing the management of risk with both suppliers and customers.

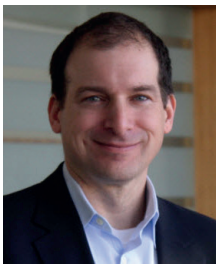
A major tier one auto manufacturer recently cautioned that brand reputation can be destroyed in a single day based on a single event. The topics and tools we will be discussing can help ensure that your company doesn't become part of a cautionary tale.

About the presenters



Mary McAtee
Technical presales consultant

Mary McAtee has been a member of the Siemens PLM Software quality management system (QMS) organization for over 20 years. She has been a quality professional for 40 years, specializing in reliability engineering for semiconductor and nuclear devices. She obtained her BS in mechanical engineering and spent her early career focusing on best practices and strategies for moving complex research and development (R&D) projects into production while maintaining fidelity to the initial design and quality requirements. She won the General Manager's Award at New England Research Center for developing an R&D centric quality management system for the output of the research scientists. McAtee is an exam-qualified lead assessor for International Organization for Standardization (ISO) 9001, ISO 14001, Technical Specification (TS) 16949, ISO 13485 and Teacher Institute for Curriculum Knowledge about the Integration of Technology (TickIT). She has led several organizations to successful registrations for various standards and has written and presented on the topic of compliance and quality extensively over the years. McAtee is currently working with the development organizations and other Siemens Centers of Excellence in the United States and Europe to develop a broader uniform interpretation of primary norms and compliance standards. She is also the QMS Lexington, Massachusetts office quality manager and a lead assessor in the Siemens PLM Software quality organization.



Christopher Piela
Portfolio development executive

In his role at Siemens PLM Software, Christopher Piela bridges the gap between industry, regulatory and development resources to ensure support for emerging device quality and compliance demands. Piela brings a wealth of experience in product identification standards, product lifecycle management (PLM) solutions and regulated product information management.

He draws his unique perspective and industry knowledge from more than 20 years of experience in which he has worked in a wide variety of healthcare roles spanning a cross section of the medical device supply chain. His experience includes nine years with a major life sciences process control company where he specialized in validated systems. Piela has a Bachelor of Science (BS) degree from Siena College.

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