



# SIEMENS

*Ingenuity for life*

Siemens PLM Software

Understanding and addressing  
quality challenges in the heavy  
equipment and industrial  
machinery industry

2017 Webinar

[siemens.com/plm](http://siemens.com/plm)

This webinar will cover leveraging advanced product quality planning (APQP) and failure mode effects and analysis (FMEA) tools to:

- Track and communicate status and actions throughout the design and new product introduction process
- Leverage a tree structure methodology to develop and measure the effectiveness of design and process FMEAs
- Transfer critical characteristics to control plans to assure accurate risk assessment for embedded technologies for cyber intrusion and intentional misuse
- Real-time data feedback post handoff to production to permit incremental improvements quickly

The heavy equipment industry is introducing smarter and more automated products at a rapid pace to meet market demands. Robotics and embedded technologies have become an integral part of specialty equipment for material handling, construction, mining and agricultural applications. A closed-loop quality approach to new product introduction (NPI) and manufacturing can speed time-to-market while maintaining fidelity to quality and compliance requirements.

Eliminating data silos that are often the end result of a series of disparate point solutions assures a single source of truth for change management and improvements. Global manufacturing and markets demand new tools and approaches. Only Siemens is prepared with a comprehensive solution set for digital design and manufacturing requirements.

#### Who should attend?

Heavy equipment and industrial machinery suppliers: Engineering and quality professionals tasked with new product design processes, and quality and manufacturing personnel for quality control, continuous improvement and risk mitigation and management.

# 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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