



S755 - THE DIGITAL TRANSFORMATION ECONOMY- PREPARING YOUR FACTORY TO BUILD SMART PRODUCTS

Panel Discussion

Ahmed El Adl - Accenture Chief Technologist

Christophe Calmon - PTC Transformation Advisory Director

Paul Engelberth - PTC Fellow Advisor

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INTRODUCING – DR. AHMED EL ADL



Dr. El Adl is with Accenture and is leading the AI Technology Consulting and intelligent industry solutions business focused on the Resources industries.

In this role he is responsible for creating industry specific AI Powered solutions as well as helping Accenture's clients in leveraging different AI and relevant digital technologies such as IIoT, AR/XR and intelligent automation.

One of his key areas of expertise and focus is the “Cognitive Digital Twin (CDT), Digital Threads and Digital Swarms”. He may have been the first to coin the term CDT and is the publisher of one of the most comprehensive architecture framework for the CDT. During the panel discussion he will share with us how a “Cognitive Digital Twin” is different from a “Digital Twin”.

Prior to his recent roles with Accenture, Ahmed was the global CTO for the manufacturing industries business with one of the major global consulting companies.

Ahmed has a Ph.D and Post Doc. in computer science in the area of AI & Industrial Robotics.

INTRODUCING - CHRISTOPHE CALMON



Christophe Calmon is a director in PTC's Transformation Advisory Consulting across resources industries.

In this role he is responsible for creating digital strategies and innovative solutions for businesses to enable organizations to free up cash, thus allowing investment in value-added activities defined by relevant digital transformation journeys.

One of Christophe's key areas of expertise and focus is digital transformation. His advisement incorporates methods that result in business-technology strategy and business-technology alignment with a focus on the customers and employees experience. This approach bridges the business strategy to the digital values all along the product's lifecycle. As part of the panel discussions, Christophe will share his thoughts on how to develop core capabilities to drive transformation technology into the transformation economy.

Prior to his role with PTC, Christophe was a director in global consulting companies digital transformation practices for the discrete manufacturing customers.

Christophe has a MSc in computer science in the areas of the Design, Manufacturing and Engineering.

INTRODUCING – PAUL ENGELBERTH



Mr. Engelberth is a Fellow Consultant in PTC's Customer Success Implementation organization.

Paul's current roles as Advisor and Solution Architect include the PLM and IoT solution domains and is grounded within the knowledge of PLM and IoT technology and extensive industry experience in the design and manufacturing arenas.

Over the last 5 years, Paul has combined his experience in advisory roles with his Manufacturing domain knowledge to support customers Business Process Transformation roadmaps and journeys. The Business Transformation engagement outcomes incorporated Internet of Things (IoT) technology with the existing business systems and processes.

Paul will be sharing his point of view on actionable strategies and methodologies that an organization can take to define, plan and implement a sustainable Digital Transformation Economy.

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PANEL QUESTIONS

Why is Digital Transformation needed?



PANEL QUESTIONS

What are the impacts on the customers' business models?



PANEL QUESTIONS

What are the challenges discrete industries face in transforming manufacturing assets?



PANEL QUESTIONS

How can you rapidly reach first value and scale quickly to achieve full value?



PANEL QUESTIONS

How do you sustain an environment of Innovation and Transformation?



PANEL QUESTIONS

How does PTC and their Partners support their customers Digital Transformation?





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PANELISTS

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The logo features the word "LIVE" in a thin, white, sans-serif font above the word "WORX" in a bold, white, sans-serif font. To the right of "WORX" is the number "18" in a white, rounded, sans-serif font, followed by a small "TM" trademark symbol. The text is set against a dark background with several colorful, semi-transparent geometric shapes (triangles and polygons) in shades of blue, pink, orange, and green. The shapes are arranged in a way that suggests movement and technology.

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