

RECOMMENDED AGENDA

LEGEND



KEYNOTE



BREAKOUT SESSION



LUNCH




XTROPOLIS














SOCIAL ACTIVITY & NETWORKING EVENT

MONDAY - May 22

-  **5:00 PM** "Welcome to Boston" Opening Reception

TUESDAY - May 23

-  **8:00 AM** Physical Digital Convergence: The New Frontier of Innovation with Jim Heppelmann
-  **9:00 AM** Explore the marketplace of ideas and solutions in Xtropolis
-  **9:30 AM** Kick-Start Your Journey: Your Path to Digital Transformation Starts Here
-  **10:30 AM** Digital Engineering Transformation Journey and You
-  **11:30 AM** Upgrading to Windchill 11.0
-  **12:15 PM** Grab a bite to eat at Lawn on D and savor local food trucks
-  **1:30 PM** Head over to the Digital Transformation Showcase & IoT Innovation Studio in Xtropolis
-  **2:15 PM** Digitizing Design and Product Development
-  **3:15 PM** Integration Potholes, Speed Bumps and Roadblocks
-  **5:15 PM** The Second Wave of the Second Machine Age with Erik Brynjolfsson
-  **6:00 PM** Happy Hour
-  **7:00 PM** Mix and Mingle with your peers at local Industry Receptions | Seaport

DON'T FORGET TO SAY HELLO TO OUR FEATURED EXHIBITORS



WEDNESDAY - May 24

- 8:00 AM Code & Candy: The Sequel (Or CAD-Driven eBOM Structure)
- 9:00 AM Head over to the Digital Transformation Showcase & IoT Innovation Studio in Xtropolis
- 9:15 AM How Working Together Works Out Best
- 10:15 AM Talkin' About Our Next Generation
- 11:15 AM ThingWorx & Device Clouds
- 12:00 PM Pick up your lunch in Xtropolis and head over to the Premier Theater for live demos
- 1:30 PM Industry X.O: Realizing Digital Value in Industrial Sectors with Eric Schaeffer
SELECT ONE
The Internet of Things – a Digital Transformation Master Plan for Businesses with Ivo Rook
- 1:30 PM Talkin' About Our Next Generation
- 4:00 PM Using Old Data to Make New Products
- 5:15 PM Kick-Starting America's Digital Transformation with Aneesh Chopra and Nicholas Thompson
- 6:00 PM Mix @ 6 Tech Meetup at Lawn on D; Hosted by Julian Edelman

THURSDAY - May 25

- 7:00 AM **Breakfast Topic Tables:** Start your morning with lively discussions about the most pressing topics in Digital Transformation
- 8:00 AM Configured Product Visualization: Now you see it, now you have it
- 9:00 AM How 65 User Stories Turned Into 1 Smart User Interface
- 9:45 AM Head over to the Digital Transformation Showcase & IoT Innovation Studio in Xtropolis
- 10:30 AM One BOM is better than two – linking the CAD BOM and PDMLink Product Structure
- 12:15 PM How Failing First, Hard, and Fast Fueled a National Movement with Reshma Saujani