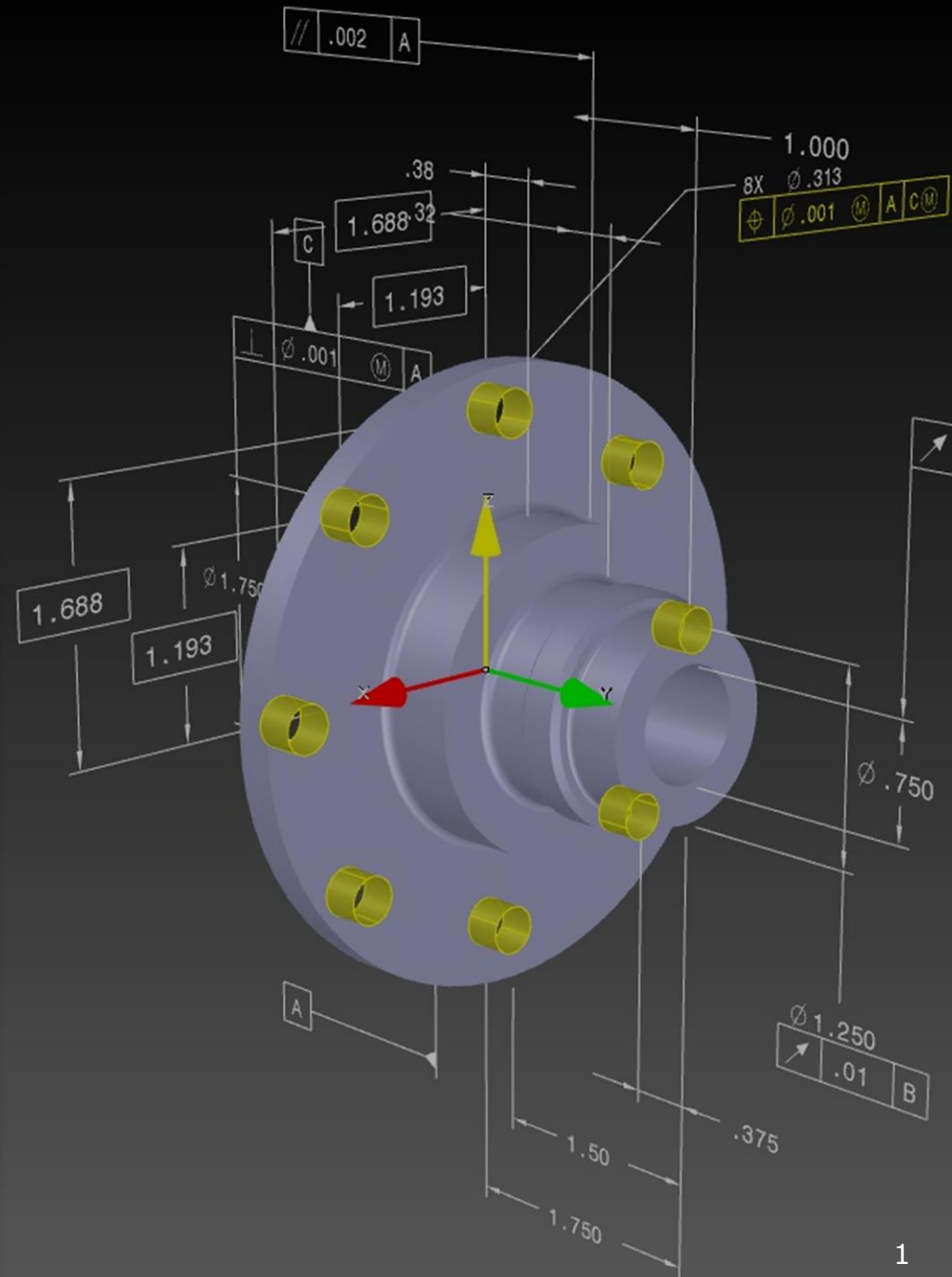
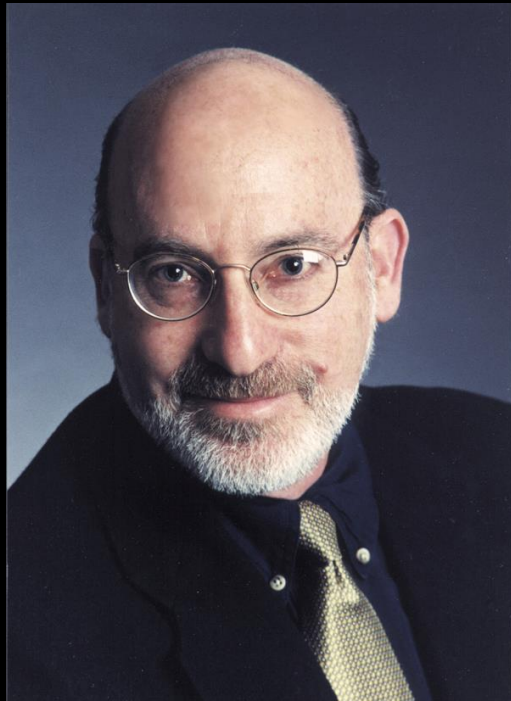


Democratizing CAD Data

Using Modern CAD Viewers to Improve Product Lifecycle Decisions



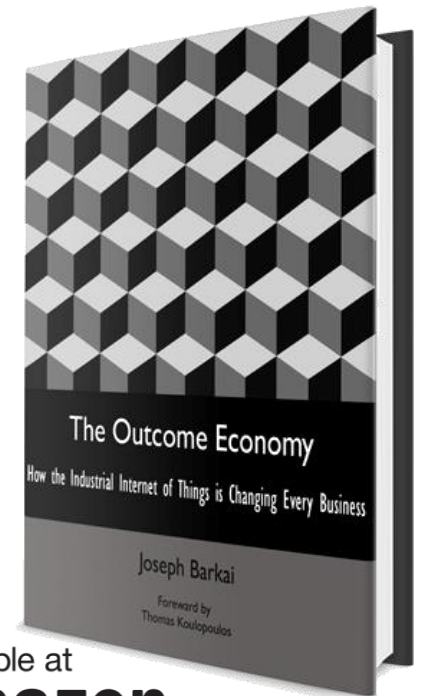


@JoeBarkai



in Joe Barkai

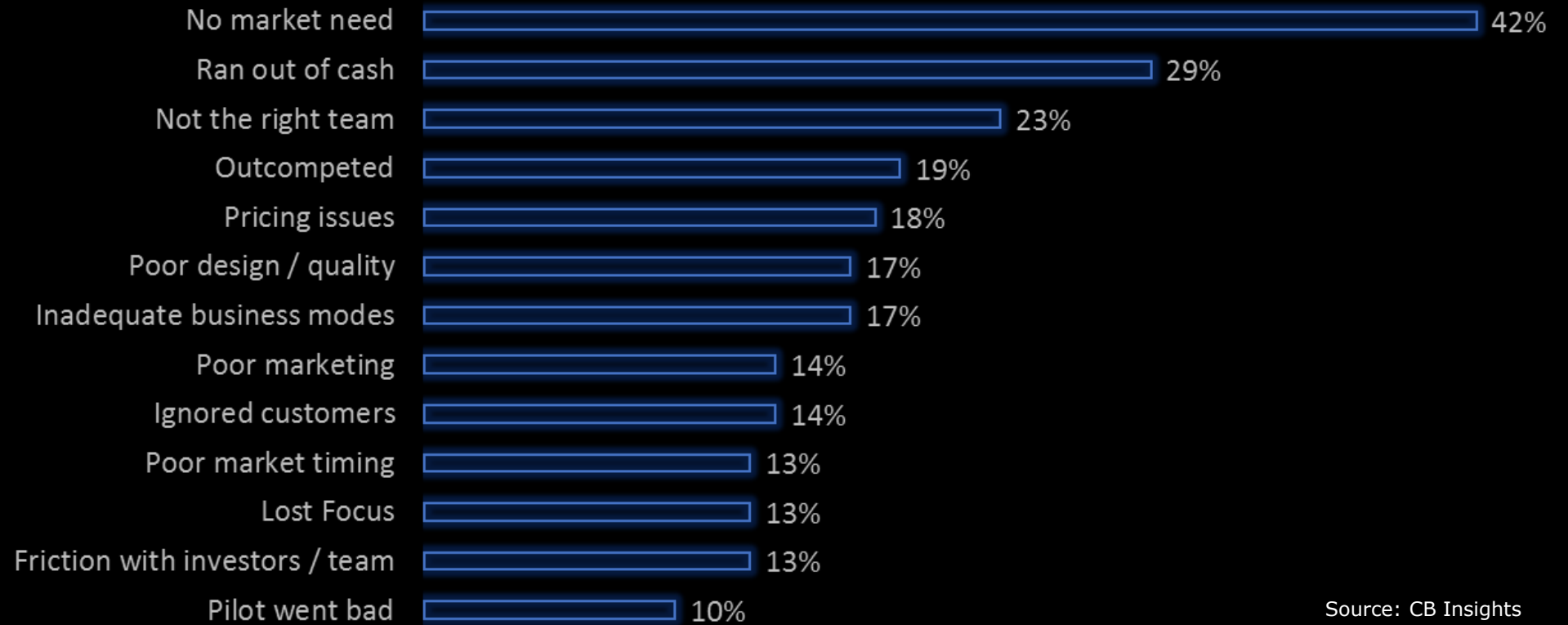
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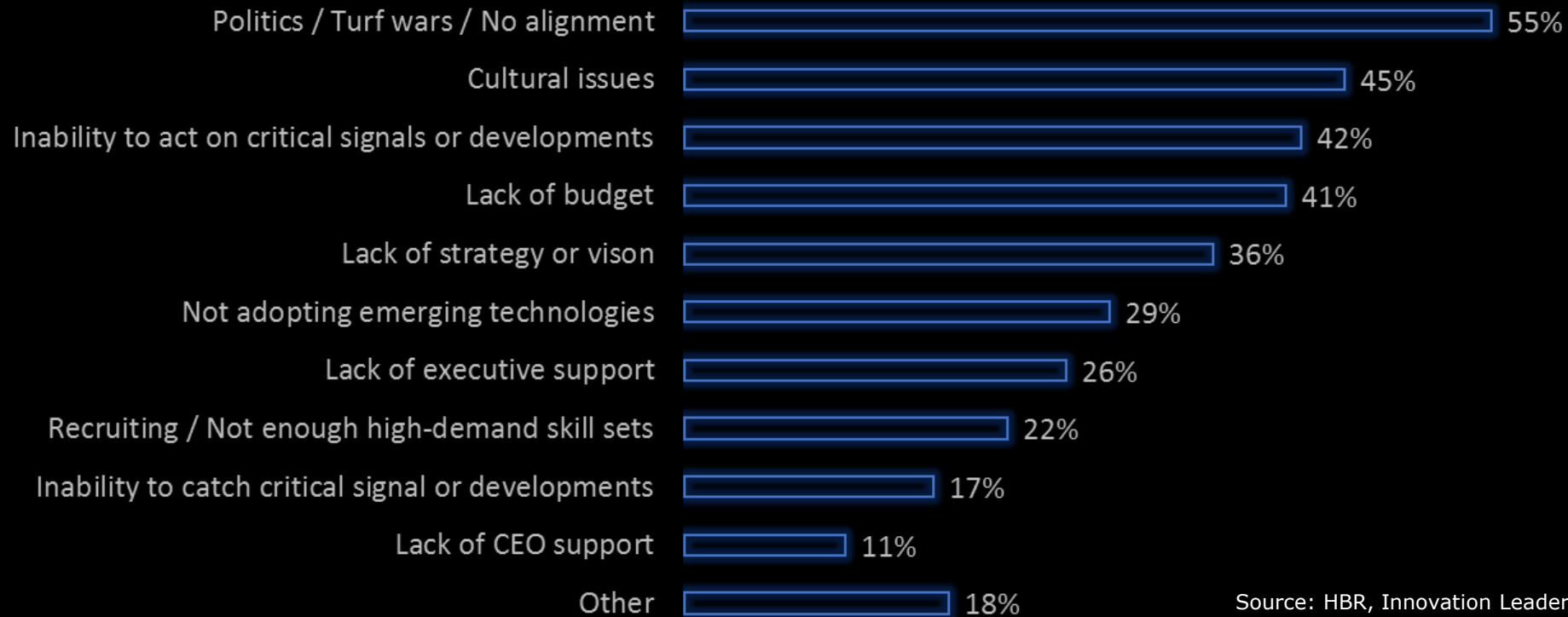


Top Reasons for Product Failures

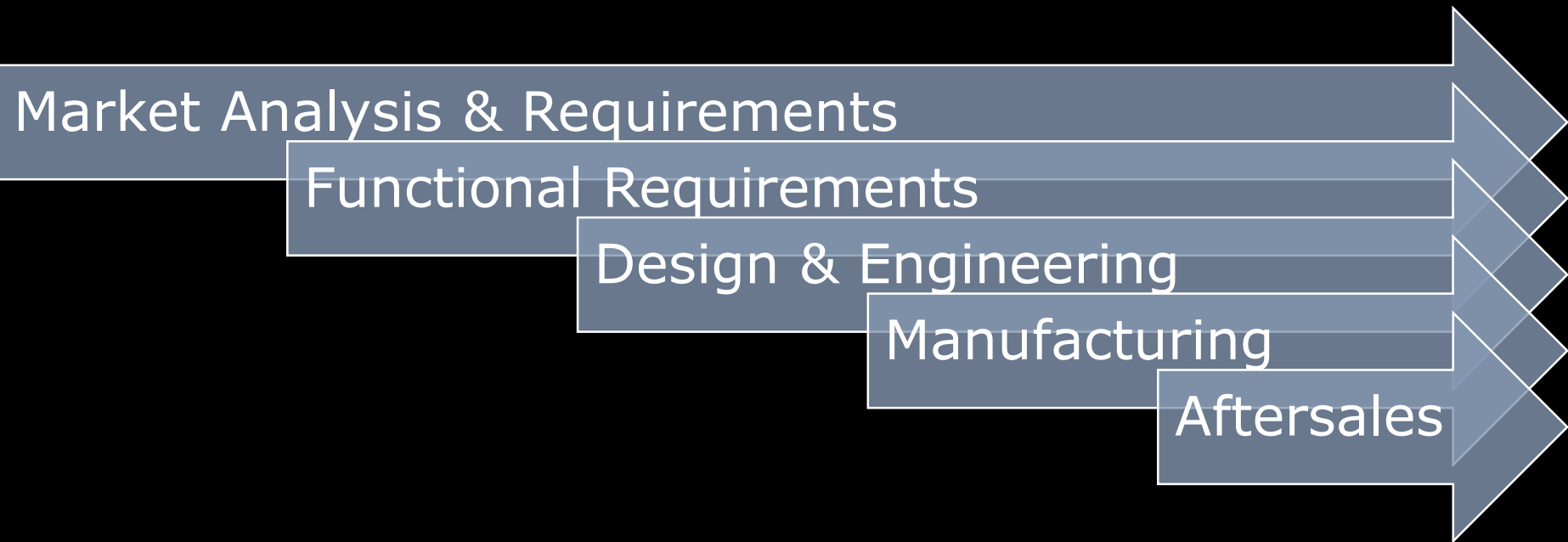


Source: CB Insights

The Biggest Obstacles to Innovation in Large Companies



Source: HBR, Innovation Leader



What Happened to the Single Version of Truth?

It changes...

- Role in value chain
- Skills, experience
- Professional and cultural biases
- Ability to interpret data
- Understand downstream impact



What If?



Buck Lighting

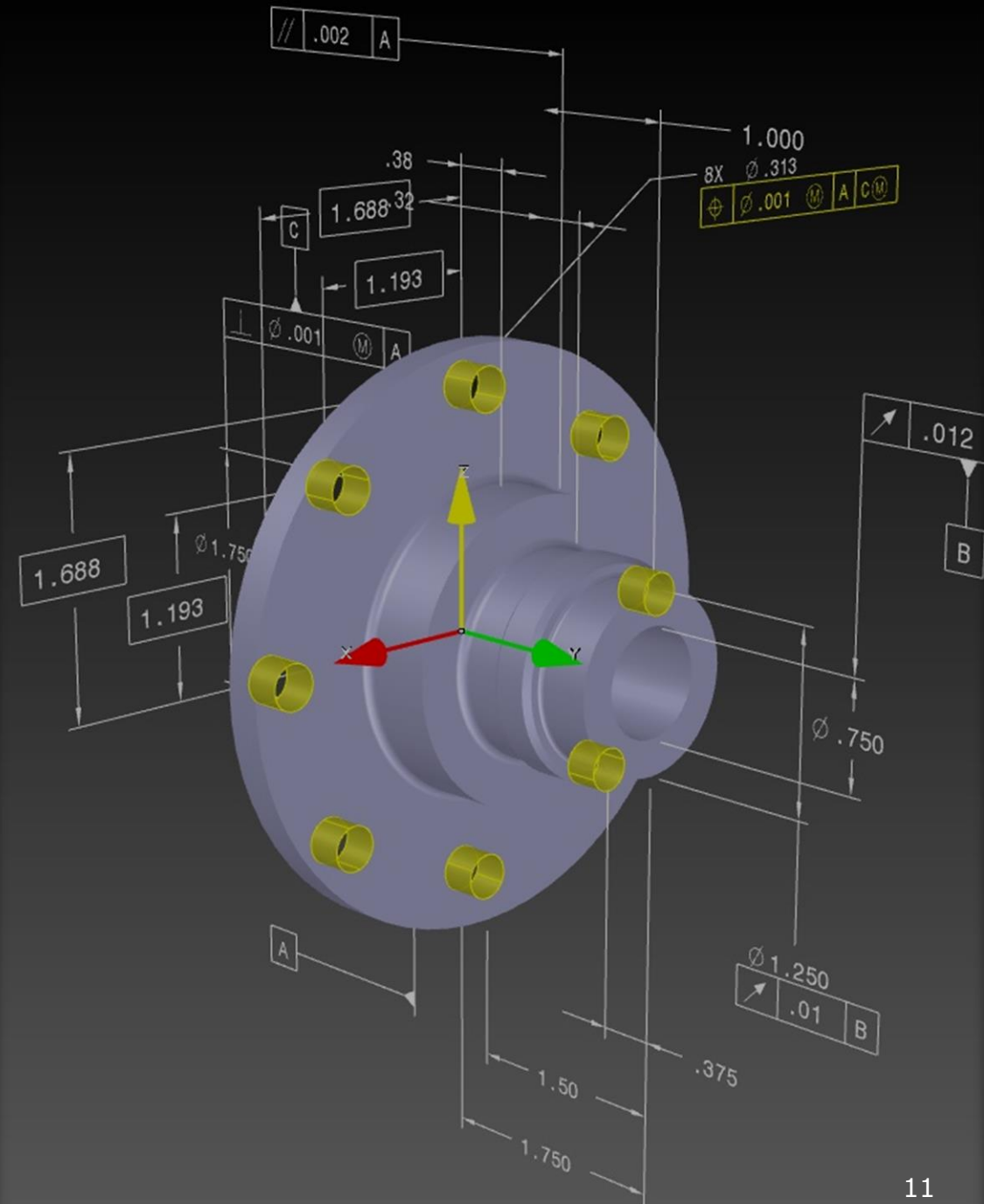
- Purchasing decisions
- Supplier negotiations
- Effective design reviews
- Employee satisfaction and engagement

“

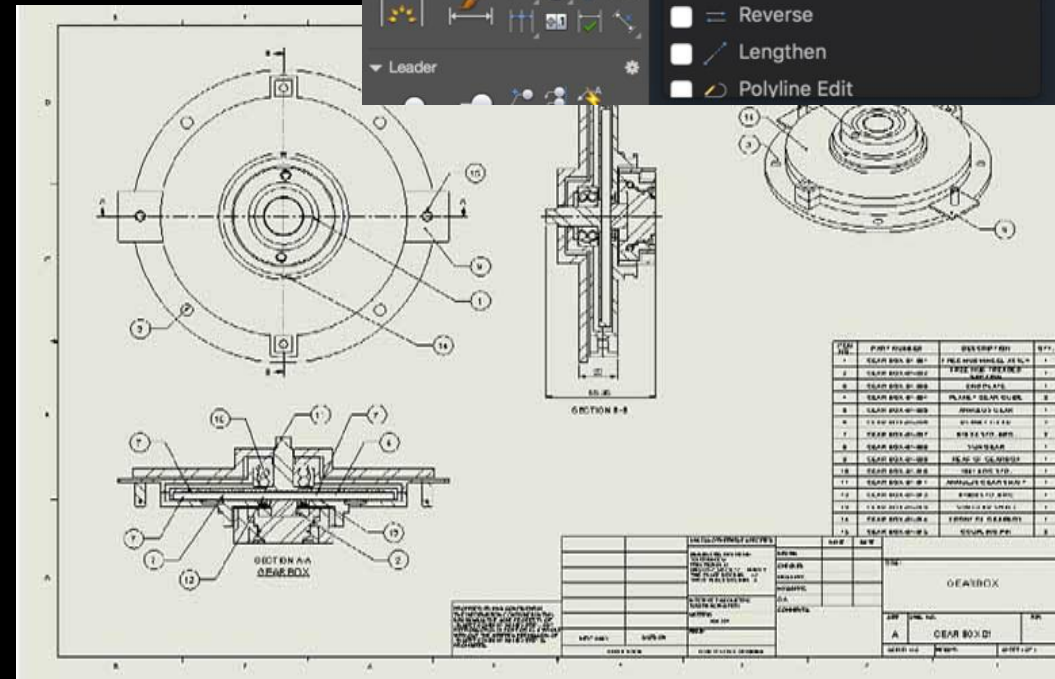
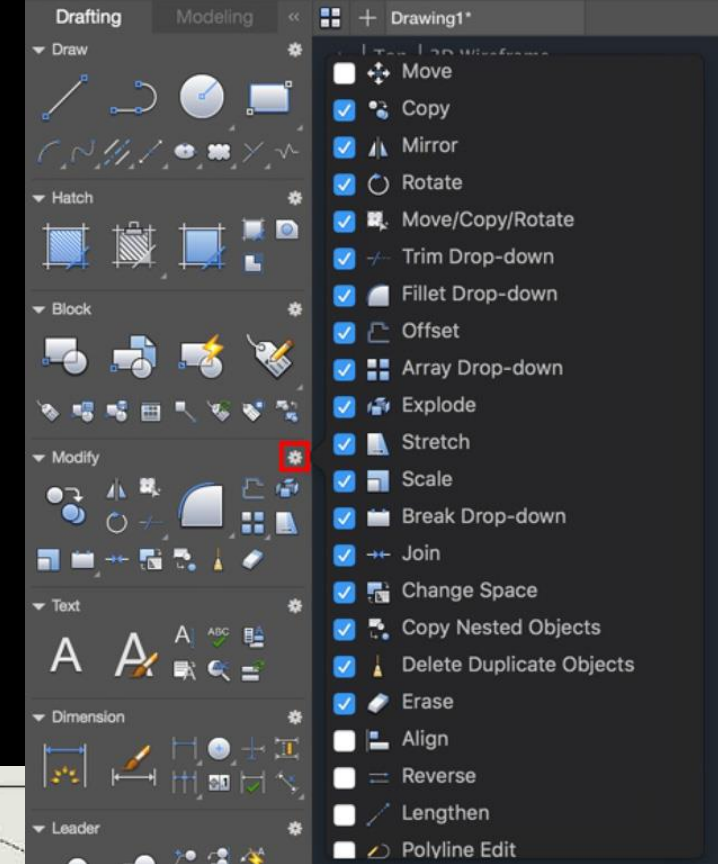
“Now I understand how the parts I specify and purchase fit in the products we make.”



Do We Need Yet Another CAD Viewer?



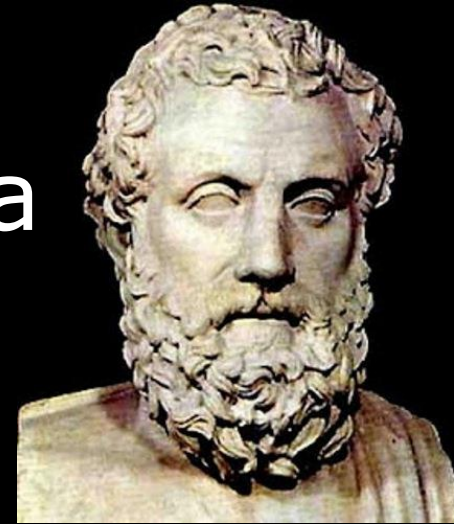
- Usable by non-engineers?
- Provides minimal set of essential tools?
- Encourages productive exploration?



Democratizing CAD Data

The Rise of Citizen Engineers: It's Not Only Engineering Anymore

Product Engineering Is Not a
Democracy



Citizen Engineering is Not an
Anarchy



Change is Hard!

“

“Culture eats strategy for breakfast”

—Peter Drucker



Changing Mindsets

- Articulate lifecycle value
- Participation = contribution = satisfaction

Curing the Myopia

Making better product and supply chain decisions

- Value chain collaboration
- “Outside” innovation and process improvement
- Visibility to downstream activities
- Light DFM tasks
- Supplier communication
- Documentation & reuse



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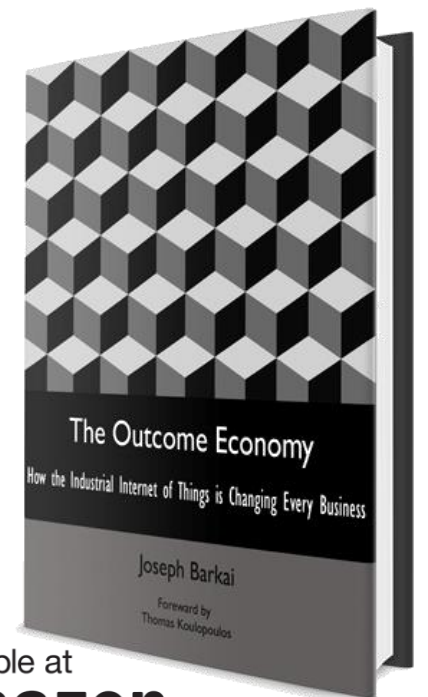
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