PRESS RELEASE

HP's Christian Verstraete to Keynote at PLM Road Map™ 2008

Stamford, CT, For Immediate Release – Collaborative Product Development Associates (CPDA), a provider of critical analyses for PLM decisions, announces that Christian Verstraete, Senior Director, Solutions, Worldwide Manufacturing & Distribution Industries, Technology Solutions Group, Hewlett-Packard Company, will join Lockheed Martin's Christopher L. Blake, and Siemens PLM Software's Stephen Bashada, as a keynote speaker at its annual PLM Road Map conference, to be held at The Inn at St. John's, outside of Detroit, Michigan on September 23 and 24.

In his presentation, **Integrating Design and Supply to Optimize the Value Chain — Processes, People and Technology,** Christian Verstraete will focus on the processes, the people, and the technology required to optimize the use of an extended supply chain.

Companies today face shortening product lifecycles and increased new technology introductions. In parallel, leading electronics companies are outsourcing large portions of the mechanical, electrical, and software aspects of their product development along with manufacturing, truly globalizing their extended supply chains.

To rise above today's challenges companies require increased collaboration during product development and supply chain interactions. The challenge is really how companies can concurrently improve their time-to-market and time-to-volume.

Christian Verstraete's presentation will look at: establishing a collaborative relationship with key partners, developing and optimizing collaborative processes, establishing a "design for Supply Chain" approach, and parallelizing product development, engineering, and production facilities set-up for faster start-up. Successful approaches applied by HP and other electronics companies in effectively addressing each of these challenges will be shared.

Now in its 15th year, PLM Road Map™ 2008 is a strategic conference focused on the critical tradeoffs that shape product development. PLM Road Map™ 2008 will enable attendees to explore first hand the progress, opportunities, and roadblocks leading-edge end-users are confronting.

More information and updates on PLM Road Map™ 2008 may be found at http://www.cpd-associates.com/index.cfm?content=include_conference08.cfm.

About Christian Verstraete

Christian Verstraete has been a member of HP's manufacturing team for more than 26 years. Christian is responsible for identifying and developing HP's differentiated portfolio of horizontal and vertical solutions for the manufacturing industries. His group is tasked with creating field-ready solutions that meet the specific needs of customers, geographies, and HP's Technology Solutions Group (TSG) business units.

Prior to his current position, Christian led HP's global High-Tech Industry Group and its manufacturing industries Supply Chain go-to-market strategy where he was responsible for growing the company's $300 million consulting and system integration business.

As vice president, Manufacturing Industry Practice, he headed HP's manufacturing practice within the Consulting and Integration business unit from 2002 to 2004 The twelve hundred consultants he led created and delivered solutions in the areas of supply chain, procurement and sourcing, product lifecycle collaboration, demand chain, and collaborative business integration. The team also developed specific offerings for customers in the automotive, high-tech, pharmaceutical, and energy sectors.

Prior to that, he served as the Global Lead in the Extended Manufacturing Practice and the Supply Chain Infrastructure and EAI. From his first HP job as a systems engineer through project, regional, district and global management, Christian has concentrated on developing, marketing, and advancing infrastructure services.

About CPDA

Collaborative Product Development Associates (CPDA) is a provider of critical analyses for PLM decisions. CPDA offers the latest in-depth, objective information for assessing technology and business goals. Coordinated by a group of experienced analysts, its cohesive suite of collaborative research programs leverages the efforts of top software designers and leading-edge users. CPDA's differentiation is its specific, deep, and pragmatic approach to the market, and a hands-on understanding of the technology required to drive successful implementations. CPDA's collaborative research programs include Design Creation and Validation, Design/Simulation Council, PLM-Integration/Product Definition, and Product Value Management.

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