

International Conference

# Value Management Practice 2019

Well grounded for the future – cost and innovation go hand in hand

## Top Themes:

- **VA/VE and Megatrends: Digitalization, IoT, Big Data, Additive Manufacturing, Individualization, Shortened Product Life Cycles, Diversity of Variants**
- **Human Dynamics, Soft Skills, Conflict Management**
- **Agile Project Management**
- **Development of the Methodology and Interactions with other Methods**
- **Organization of VA/VE**
- **Systems Engineering**
- **Smart Supply Chain Management**

## Conference Chairman

Dr.-Ing. Marc Pauwels VDI, Krehl & Partner GmbH & Co. KG, Karlsruhe  
Chairman of the Value Management Competence Center

## + bookable Workshops



Werte erkennen und  
Performance steigern



Value Management in  
Infrastructure, Value for  
Taxpayers Money

## + Company Visits

John Deere GmbH & Co. KG  
Daimler AG

+ Presentation of the VDI  
Value Management Award

## Meet international Experts from:

John Deere | Marquardt | Pfeiffer SE | Egyptian Institute of Value Studies | FEV Consulting |  
KUPFER.ROT | Value FM | Advantage Facilitation Services | All Nippon Airways | Michael Graham  
Consultancy | Maschinenfabrik Reinhausen | FOKUSZ-2 | SAV+, c° Mark Company | AC&T Institute |  
Pmrt Consultants | AWS Systemtechnik | Team Focus-VMI Inc



1<sup>st</sup> day  
Wednesday May 22, 2019

09:00 Registration

10:00 **Opening and Welcome**  
**Dr.-Ing. Marc Pauwels VDI**, Managing Director, Krehl & Partner GmbH & Co. KG, Karlsruhe, Germany

10:15 **Welcome and introduction of the hosting company**  
**John Deere**  
**Dr. Volker Knickel**, Global Director Mid Tractor Line, John Deere GmbH & Co. KG, Mannheim, Germany



**Moderation: Jürg M. Ammann**

10:30 **Establishing a cost management strategy in the early development phases of new Tractors**

- Value is key
- Feature driven target costing
- Change the mind-set

**Dr. Jens Meier**, Manager Cost Accounting & Experimental Costing und **Elma Vroege, M. Sc.**, Project Coordinator Design-to-Cost, John Deere GmbH & Co. KG, Mannheim, Germany

11:00 **Integration of value analysis at Marquardt GmbH**

- Global rollout of Value Analysis/Value Engineering (VA/VE) as a basis for corporate growth
- Integration of the value analysis into the existing process map
- Presentation of the self-developed training – deepening of the methodical functional cost analysis
- Integration of value analysis at Marquardt GmbH within the framework of the corporate strategy 2022
- Future: Training of the project teams

**Dipl. Betriebswirt Jörg Dreher**, Team Leader VAVE Global and **Sven Schilling**, Value Analysis Engineer, Marquardt GmbH, Rietheim Weilheim, Germany

11:30 **A proposition for a maturity model for Value Management programs**

- What is a VM program and what does it consist of?
- How to assess progress of a VM program?
- Where is the VM program now and where did we come from? And what choices did we have?
- How did we sustain the VM program over such a long period?
- What challenges do we have in the future?

**Timme Hendriksen, M. Sc.**, Value manager, Value FM, Vleuten, The Netherlands

12:00 **Comprehensive discussion**

12:30 Lunch



**Moderation: Univ.-Prof. Dr.-Ing. Rainer Lohe**

13:30 **Cross-company value analysis of a cement mill and its drive**

- Value analytical design review of a cement mill
- How can a technology partner be target orientated integrated?
- Identification of the fields of action for holistic value improvement and cost reduction
- Enrichment of the project by integrating different departments
- Description, project example and results

**Dipl.-Ing. Dr. techn. Dirk Hoffmann**, Teamleader Development, Gebr. Pfeiffer SE, Kaiserslautern, Germany, **Dr.-Ing. / Dipl.-Wirt.-Ing. Jörg Marchthaler**, Managing Director, Value Coaching Marchthaler, Blankenheim, Germany

14:00 **Value Analysis and Value Engineering in Plant Engineering – Easy going or too hard to handle?**

- Value Engineering in Plant Engineering
- Special requirements in Plant Engineering
- Function analysis
- Function cost analysis as an instrument for prioritization
- Building of scenarios

**Dipl.-Ing. Sebastian Meindl**, Managing Director, Krehl & Partner Unternehmensberatung GmbH & Co. KG, Karlsruhe, Germany

14:30 **Inertia of Idea**

- Idea and Classical Physics
- Charles W. Bytheway Idea Hitchhiking
- Idea acceleration and deceleration during VA/VE studies
- Idea stimulation model

**Mahmoud Abdallah B. Sc.**, Mechanical Engineer, Egyptian Institute of Value Studies, Cairo, Egypt



15:00 **Coffee Break**



**Moderation: Dipl.-Ing. Herbert Unger**

15:30 **E-Mobility is taking off! Automotive industry is facing a fundamental transition from combustion engine to electric vehicles**

- Trends & drivers for e-mobility
- Challenges for the automotive supply industry
- Cost drivers in the electric propulsion system

**Dipl.-Ing MBA Christian Speuser**, Director Consulting, FEV Consulting GmbH, Aachen, Germany

16:00 **Innovation and value management – Impact of a digital world on product design and development processes**

- Value management in innovation processes
- Human factor in development projects
- Advancing digitization – promoting and inhibiting innovation
- Future Innovation with digital processes – a value-analytical approach for discussion

**Dipl.-Ing. (FH) Susan Bremer**, Managing Partner, KUPFER.ROT GbR, Moritzburg, Germany



**Key Note: Dr. Bernhard Haas**, Senior Vice President A&T Global Tractor Platform, John Deere GmbH & Co. KG, Mannheim, Germany



17:00 **Award ceremony of the VDI Value Management Award presented by Dr.-Ing. Marc Pauwels and Dr. Bernhard Haas**

17:30 **Get-together**



At the end of the first conference day we kindly invite you to use the relaxed and informal atmosphere for in-depth conversations with other participants and speakers.

2<sup>nd</sup> day  
Thursday May 23, 2019



**Moderation: Dipl.-Ing. Wilhelm Hahn**

**09:00 Learn to Speak "Functionese"**

- Function terms depersonalize the conversation
- Function terms clarify meanings
- Speaking in Functions helps to build consensus
- Speaking in Functions gets the team/group engaged
- Speaking in Functions is NOT limited to the Value Methodology

**Ginger R. Adams**, Principal/Owner, Advantage Facilitation Services, Fort Collins, USA

**09:30 A methodology for team building Applying VA/VE "Understanding the difference in context"**

- One of the elements necessary for team building is understanding the difference in context
- Clothing is one of the things that represent context. Making a fast diagram of each Kimono and dress
- Comparing each function displayed in the Fast Diagrams. Identified the difference between Kimono and dress
- An important first step in team building is to know the difference in context
- One of the better ways to build a good team is fusion

**Tomomi Kumasaka**, Cabin Attendant, All Nippon Airways Co., Ltd., Japan

**10:00 Value Management – A fundamental discipline for performance improvement**

- Value Management: fundamental discipline relevant for every manager
- Research methodology: grounded theory and soft systems methodologies
- Theory: discern fundamental theory amidst the various value management paradigms
- Multi Paradigm Environment: examine multiple fields of organizational improvement
- Recommendations: conclusions inform education and practical value management approaches

**Michael Graham**, Managing Partner, Michael Graham Consultancy, Stirling, UK

**10:30 Coffee Break**



**Moderation: Prof. Dipl.-Ing. (FH) Erich Sigel**

**11:00 Competence 4.0 – From Homo sapiens to Homo digitalis**

- Cognitive assistance systems to master complexity
- Digital individual competence
- Digital group competence
- Impact of missing competence 4.0

**Dipl.-Ing. (FH) Johann Hofmann**, Founder and Venture Architect von ValueFactoring®, Maschinenfabrik Reinhausen GmbH, Regensburg, Germany

**11:30 'Value Design Thinking' to improve projects in Business Analysis (IT/Orga projects for company digitalization)**

- Design Thinking methodology for radical innovation
- Business Analysis core concepts for IT/Orga projects and company digitalization
- 'Value Design Thinking' methodology
- Application to company projects
- Further possible synergies between methods

**Olaf de Hemmer**, Senior Consultant, SAV+, c° Mark Company, Archamps, France

**12:00 Comprehensive discussion**



**12:30 Lunch**



**Moderation: Dr.-Ing. Jörg Marchthaler**

**14:00 Industrial Park development using Value Analysis**

- Value Management approach
- Industrial Parks in Hungary
- Reduction of the investment costs
- Collecting and satisfying the stakeholders' needs
- Managing the special features. Analyzing functions. Improve the whole value

**Istvan Tarjani**, Managing Director and **Ariella Janka Tarjani**, FOKUSZ-2 Ltd., Budapest, Hungary

**14:30 A Methodology for Evaluating and Improving a Value of Sports Business Applying VA/VE**

- Background of the difference between general corporation and sports business
- Current situation and problems of the sports business
- Necessity of profitability and value improvement in sports business
- Function Analysis of general corporation and sports business
- Clarify the unique functions and develop a method to evaluate the sports business model for the present and the future
- Introduction of a method to build business model to improve value and profitability by applying process control method

**Chikara Sekita**, Consultant and President, AC&T Institute, Tokyo, Japan

**15:00 Value Engineering: A vital Approach for Solving Engineering Problems**

- Why Value Engineering is different
- Value engineering is a vital tool in Problem solving
- Reduction of methane leakage by means of a gas turbine
- Economic data captured from the biogas plant and from biogas conditioning

**Dr. Emad Shublaq**, Director, Pmrt Consultants, Erskinville, Australia



**15:30 Coffee Break**

**16:00 Development cost calculation as a fundamental factor for project success**

- Product development cycles under high cost pressure
- Cost transparency throughout the value chain
- Calculation of development costs as a prerequisite for a cost controlled development process
- Processes and cost relevant parameters in product development
- Knowledge of cost structures in the development process enables cost evaluation of single process steps

**Dr.-Ing. Horst Schmidt**, Managing Director and **Dipl.-Wirtsch.-Ing. (FH) Florian Brandmeier**, Project Manager, AWS Systemtechnik GmbH, Au-Hallertau, Germany

**16:30 Harnessing the Full Power of the Value Methodology**

- Wide range of fields of application for the Value Methodology (VM)
- Differing (and misleading) interpretations of the VM. As such, results may vary from mediocre for weak applications to incredible for just a little more effort and organization
- Rigour and persistence of application of the VM, although agile approach to suit specific circumstances is required
- No "one size fits all" but the number of steps remains the same
- Within each step, the approach and tools may vary

**Martyn Richard Phillips B. Sc.**, Director, Major Projects Optimization, Team Focus-VMI Inc., St. Alberta, Canada

**17:00 Conclusion and closing remarks**

**17:15 End of the Conference**

## Exhibitions/Sponsoring



If you want to meet with and reach out to the first-rate experts attending this VDI conference and to powerfully present your products and services to the well-informed community of conference participants, please contact:

### Contact Person

 Lukas Floherschütz  
Project Consultant Exhibitions & Sponsoring  
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## Professional Support

VDI Society for Production and Process Design (GPP)

[www.vdi.de/gpp](http://www.vdi.de/gpp)

[www.vdi.de/wertanalyse](http://www.vdi.de/wertanalyse)

### Good Reasons to take part

1. Exchange your experience with the top experts of value management
2. Expand your network
3. Get new impulses for value management methods
4. Stay up to date

## Program Committee

**Jürg M. Ammann VDI**, ammann projekt management, Karlsruhe, Germany  
**Dipl.-Ing. Wilhelm Hahn VDI**, TMG Consultants GmbH, Stuttgart, Germany  
**Univ.-Prof. Dr.-Ing. Rainer Lohe**, Universität Siegen, Siegen, Germany  
**Dr.-Ing. Jörg Marchthaler**, Value Coaching Marchthaler, Blankenheim, Germany  
**Dr. Jens Meier**, John Deere GmbH & Co. KG, Mannheim, Germany  
**Dr.-Ing. Marc Pauwels VDI**, Krehl & Partner GmbH & Co. KG, Karlsruhe, Germany  
**Prof. Dipl.-Ing. (FH) Erich Sigel**, Sigel Managementmethoden GmbH, Kirchheim unter Teck, Germany  
**Dipl.-Ing. Herbert Unger VDI**, Bad Mündler, Germany

## Sponsor



With the kind support of the hosting company and the supporting organisations



VDI-Workshops, Tuesday, May 21, 2019

Workshops are  
separately bookable

VDI-Workshops, Tuesday, May 21, 2019

## VDI-Workshop 1

### Werte erkennen und Performance steigern

13:00 – 17:00

**Ihre Leitung:** **Jürg M. Ammann**, ammann projekt management, Karlsruhe und **Dipl.-Ing. Manfred Jansen**, Schaeffler AG, Herzogenaurach

#### Zielsetzung

Bewerten heißt Werte feststellen. Dies kann auf verschiedene Arten und zu verschiedenen Zeitpunkten eines Projektes passieren. Der Workshop soll im Rahmen einer Art Erfahrungsaustausch zeigen, welche Bewertungen in der Praxis vorgenommen werden. Ziel ist es einen Überblick über die derzeit gängige Praxis zu bekommen und in einem zweiten Schritt eine „Best practice“ herauszuarbeiten.

Language: German

### Inhalte des Spezialtages

#### Werte erkennen durch:

- Fakten sichten
- Bewertungskriterien festlegen und priorisieren
- Umsetzung messbar machen
- Umsetzung planen
- Umsetzung steuern
- Nachhaltigkeit sicherstellen
- Erfahrungsaustausch: Wann und wie bewerten Sie im Rahmen eines Projekts?
- Lessons Learned + Best practice

## VDI-Workshop 2

### Value Management in Infrastructure, Value for Taxpayers Money

09:00 – 17:00

**Workshop-Chair:** **Timme Hendriksen** MSc PVM TVM, & **Hein de Jong** Bsc, MBA, PVM, TVM Value FM, Nijmegen, The Netherlands

#### Workshop Description

The workshop will deliver new insights in the practical application of Value Management in Infrastructure development. Investments in infrastructure are often large investments in unique projects which take place in a complex and ever changing environment. Value Management ensures that the right product will be built for the right price.

You will receive considerations on implementing VM in your organisation, based on our wide range of experience in Railways, roads and process industry, as well as best practices worldwide.

Language: English

### Workshop Content

#### Value Management in Infrastructure

- VM Introduction
- Setting up a VM-study
- Function Analysis and cost function allocation
- Stakeholder engagement
- VM-organisation for Infrastructure Managers
- Timing and application of VM
- Many examples
- Successful business cases
- Critical success factors

### Company visits Friday May 24, 2019

John Deere  

and

Daimler 

● 08:30 Welcome & Company Introduction video at John Deere Forum Mannheim

● 09:00 Departure to John Deere Bruchsal

● 09:45 Tour Cab Assembly & Spare Parts Distribution Center (EPDC)

● 12:15 Lunch

● 13:00 Departure to Daimler

● 14:00 Welcome & Introduction to Plant Mannheim

● 14:45 Tour Assembly Heavy Duty Engine Platform (HDEP) & Machining cylinder crankcase

● 16:30 End of the tour

Please register separately for this guided tour (see application form). Competitors may get excluded from the tour!  
Please take this in consideration when applying.

VDI Wissensforum GmbH | VDI-Platz 1 | 40468 Düsseldorf | Deutschland

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cost and innovation go hand  
in hand

You need help?  
Please contact us!

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The Get-together  
of the Value  
Management Experts

✓ Please register for (Price p. P. plus VAT):

International VDI Conference Value Management Practice 2019	Workshop 1 Werte erkennen und Performance steigern	Workshop 2 Value Management in Infrastructure, Value for Taxpayers Money	Package Price Conference + Workshop 1	Package Price Conference + Workshop 2
<input type="checkbox"/> May 22 – 23, 2019, Mannheim (08TA001019)	<input type="checkbox"/> May 21, 2019, Mannheim (08ST005001)	<input type="checkbox"/> May 21, 2019, Mannheim (08ST006001)	<input type="checkbox"/> May 21 – 23, 2019 Save € 150!	<input type="checkbox"/> May 21 – 23, 2019 Save € 150!
EUR 1.190,-	EUR 450,-	EUR 890,-	EUR 1.490,-	EUR 1.930,-

Company Visit to John Deere GmbH & Co. KG/Daimler AG, May 24, 2019: EUR 69,- + VAT\*

Participation Fee VDI-Members or SAVE/EGG-Members **Save 50 € for each Conference Day**. VDI membership no. \_\_\_\_\_

\* Registration is necessary – limited places, only possible in connection with the conference registration

www

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[www.vdi-wissensforum.de/de/agb/](http://www.vdi-wissensforum.de/de/agb/)

**Workshop Venue**

John Deere Forum, John-Deere-Straße 70, 68163 Mannheim, Tel.: +49 (0) 621 829-5854, E-Mail: [VroegeElizabethMaaie@JohnDeere.com](mailto:VroegeElizabethMaaie@JohnDeere.com)  
Internet: [www.deere.de/de/kontaktieren-sie-uns/john-deere-forum/](http://www.deere.de/de/kontaktieren-sie-uns/john-deere-forum/)

**Accommodation:**

**Mercure Mannheim am Friedensplatz**, Am Friedensplatz 1, 68165 Mannheim, Tel.: +49 621 976700, E-Mail: [hb0r0@accor.com](mailto:hb0r0@accor.com)

**Mercure Hotel Mannheim**, F7 5-13, 68159 Mannheim, Tel.: +49 621 336990, E-Mail: [h5410@accor.com](mailto:h5410@accor.com)

A limited number of rooms is available at the event hotel under the keyword »VDI« up to April 10, 2019.

More Hotels close to the workshop venue may be found via our HRS service  
[www.vdi-wissensforum.de/hrs](http://www.vdi-wissensforum.de/hrs)



**Information**

The price includes:

**Conference:** Documentation as download, catering during the conference and the evening event at the end of the first conference day

**Company visit:** Bus transfer, company visit and catering

**Workshop:** Documentation and catering

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