



THE SOURCE for Advancement of Product Development Practices

Thursday, December 6, 2001
5:30pm

Speed to Market: Breakthrough Solutions

Sanjeev Gupta, Chief Executive Officer of Speed to Market, will share how today's leading companies achieve a 30%-50% reduction in development time-to-market using innovative, best-practice tools and techniques

Please visit www.soce.org/sandiego/index.htm

Location:

ALARIS Medical Systems
Deming Conference Room
9190 Activity Rd.
San Diego, CA 92126

Agenda

5:30 PM	Social Hour and Refreshments
6:30 PM	About ALARIS
6:40 PM	Chapter Update
7:00 PM	Program
8:00 PM	Adjourn

Registrations Due: December 3, 2001

Costs:

\$10 Advanced Registration
\$15 Late registration (or at door)

Register and send payment to:

Alan Barnebey Phone: (858) 458-7648

FAX: (858) 458-7095

ALARIS, 10221 Wateridge Circle, San Diego 92121
abarnebe@alarismed.com

Program: Thursday, December 6, 2001

Speed To Market by Sanjeev Gupta.

This program will address how today's leading companies achieve breakthrough reductions in product development time-to-market.

- Where cycle-time is lost today
- How leading companies cut cycle-time by 30-50%
- How to rapidly obtain the desired results
- Case studies and other success stories

Speaker Biography

Sanjeev Gupta is the founder and CEO of Speed to Market. Speed to Market offers enterprise software for engineering resource management, and is being successfully used by over 40 leading companies. The software is based on Theory of Constraints, invented by Eli Goldratt.

Before founding Speed to Market, Sanjeev founded Thru-Put Technologies in 1991, and was the CEO until 1997. He also worked in multiple management functions at Xerox Corporation.

Sanjeev holds a B.S. in Mechanical Engineering from the Indian Institute of Technology, an M.S. in Mechanical Engineering from Virginia Tech, and an M.S. in Industrial Administration from Carnegie Mellon University

SOCE Mission

SOCE's mission is to promote the application of Concurrent Engineering (CE) and Integrated Product Development (IPD)

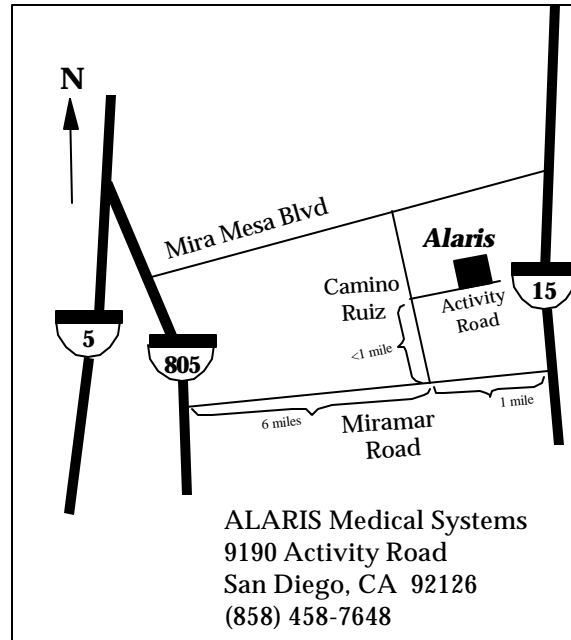
PROGRAM

The programs provide attendees with a forum to exchange approaches for addressing product development challenges. Participants should come prepared with questions on the program topic, experiences related to challenges and successes, and ideas on innovative approaches to product development. The interactive format promotes solution-oriented discussions supported by real life experiences.

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- 6:30 About ALARIS
- 6:40 Chapter Update
- 7:00 Feature Program
- 8:00 Adjourn

LOCATION



REGISTRATION FORM

SOCE - San Diego Program

Please complete this form and return it with your check to:

SOCE c/o Alan Barnebey
ALARIS Medical Systems
10221 Wateridge Circle
San Diego, CA 92121
(858) 458-7648 / (858) 458-7095 fax

Yes! Please register me for the Program on December 6th.

No, but I would like to obtain more information on future programs (fill in contact information only)

Program cost:

\$10 Advanced Registration

Registrations and payment must be received by December 3rd, 2001. Please register early to guarantee a seat.

\$5 Additional fee for late registration (or at the door)

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

PHONE/FAX _____

E-MAIL _____

I have enclosed a check for \$ _____ made payable to SOCE.

Payment must be received to hold your reservation. Cancellations must be received by December 3, 2001 for a refund.