Model Based Enterprise

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S1000D User Forum 2012
June 18-21, 2012
WHAT IS MODEL BASED ENTERPRISE?
Sharing models across the enterprise
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MBE Defined

• A fully integrated and collaborative environment founded on 3D product definition detailed and shared across the enterprise; to enable rapid, seamless, and affordable deployment of products from concept to disposal.
How will S1000D find MBE?
GRAND PRIZES

- **A contract** that includes requirements for delivery of 3D model data
- **A cover** and display in any IETP
- **Cash** savings
The Judges
The Contestants

S1000D’s NEXT top model
Selecting the Contestants

• Must be capable of commercial modeling (like referencing a graphic) AND high fashion editorial (the model is tightly integrated – this is not defined in S1000D)
• Must be the total package (i.e., complete)
• Must be attractive
  – Cannot be overweight
    • Have to fit into the designer’s clothing (i.e., display on fielded laptops)
    • Must move quickly
• Must have a “just right” personality
  – Enough information, but not too much information
• Must sign a contract to be on the show
  – Ensuring the contestants meet the standards
  – Ensuring they follow through on their commitments
  – Ensuring intellectual property rights are protected
The Top Model House

- Configuration Managing Models
  - Model cannot be stored in the CSDB multiple times for every time used. A model needs to be defined once and the relevant portions of it must be identifiable and reusable.
Creating different views
More than just including a model where you had a graphic before
Runway

- Narrow bandwidth
- Physical media is bulky
- Security makes it difficult
Go Sees

- Must have a portfolio – Presentation View
  - Must be consistent, repeatable, and what the customer needs (no more, no less) – accurate.
  - Standard portfolio shows what the model has
    - The structure of the model needs to be known in a standard way and the definition of how it integrates with the IETP needs to be defined in S1000D.
  - Model has to be presented in a way that the IETP designer can envision and wants to hire
Commercials

- 3D Animation

Easy...
Breezy...
Beautiful

S100D!
Surviving the Cut

• Maintaining growth throughout the competition
  – Judges are looking for models that get better as the cycle progresses.
  – If you don't update your models, don't improve, you will NOT be in the running to become S1000D's Next Top Model.
The Contestants
Getting the show on the air

- We need judges/standards
  - We must be very clear about how models can be reused within IETPs to ensure the data can be reused and exchanged.
- We need investors to back a successful first season and gain advertisers
- We need producers to create the right structure
- We need successful models
- We need to plan for syndication (adopt standards that ensure long term storage and retrieval)
Next Episode

• Ian “Zoolander” Proctor
• Technical Track Presentation on MBE at 2:30pm