

Press Release

Event Title: International SAP Conference on Product Lifecycle Management 2016
Date: 3-4 November, 2016
Location: The Hague, The Netherlands
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Event Organizers: T. A. Cook Conferences
Event Twitter hashtag: #SAPPLM
LinkedIn Group: <https://www.linkedin.com/groups/3821809/profile>

Product Innovation Platform: Develop, Collaborate, and Manage with Product Lifecycle Management

We are inviting you to join the 6th annual **International SAP Conference on Product Lifecycle Management** (3-4 November, The Hague, Netherlands) and to explore SAP's solutions for Product Lifecycle Management (PLM), from the first product idea to manufacturing to product service.

The conference features a user-focused agenda specifically designed for both discrete and process manufacturing industries, combining keynotes and thought leadership, inspiring SAP presentations and solution updates, business-focused customer case studies, deep-dive workshops, dedicated PLM tracks, and live demonstrations from SAP and partners. You'll hear from senior executives from ***Mikron Group, Varian Medical Systems, Unilever, British American Tobacco, Beiersdorf Shared Services*** and many others, who will share their experiences in successfully using SAP PLM software to create top performing working environments.

Whether you are already using SAP solutions to enhance your product lifecycle processes, or are currently evaluating your options, this conference is *an ideal opportunity to discover how you can develop, collaborate, and manage* your product strategy with real-time decision making and end-to-end visibility.

Download the brochure, register and find out more on the conference web site > <http://goo.gl/S4Pfr2>

Good news – subscribers of the following journals are entitled to a 10% conference discount:

International Product Lifecycle Management Journal IPLMJSAP16_10*
International Journal of Product Development IJPDSAP16_10*

*Please note that the discount code is not valid in conjunction with any other offers including the Early Bird promotion. To obtain the discount, please enter the code during the online registration on <http://goo.gl/S4Pfr2>