

# Novosibirsk *isicad* has gained strength

Yuris Berjoza (CAD/CAM/CAE Observer)

ber@cadcamcae.lv

*Hardly will a hetaera welcome an invitation by a poor scientist  
Li Shangyin (812-858), Tsatsuan'*



Nature can crash any stereotypes: for instance, the first summer days were marked with a heavy snowfall in Italy. Within just a few hours the foothills of the Apennines were covered with snow that forced thousands of frozen tourists to interrupt their vacations. At the same time, somewhere in the middle of Siberia the city of Novosibirsk welcomed pace-making IT professionals, who flew in from all corners of the world. The pleasant warm weather made it difficult to believe that years ago an exile to Siberia could have been a tough punishment...

For regular visitors of *CIMdata* or *LEDAS* sites it's not already hot news; others, however, might be interested to learn that the 2<sup>nd</sup> *isicad* forum took place from May 31<sup>st</sup> to June 2<sup>nd</sup> in the Academic town of Novosibirsk, a place buried in evergreen taiga. The venue was officially titled as "PLM + ERP: Informational Environment of Modern Enterprise" (a report on the first *isicad* can be found in # 3/2004 of *Observer*).

Let's start with the so-called "dry" statistics: according to the organizers (*LEDAS* [www.ledas.com](http://www.ledas.com)) representatives of 135 organizations registered for participation in the forum (including 85 users and 40 solution providers, the rest – educational institutions, analytical agencies, the press, etc.) The forum had around 300 participants, two thirds of whom can be classified as users. Providers were represented by around 80 experts. Therefore, *isicad-2006* undoubtedly was more popular than the first forum in 2004 (anticipating such course of events and having learned the lessons from its own painstaking experience of the previous forum, *LEDAS* approached professional conference organizers – *SibCongress* – to deal with organizational issues). Considerably more Siberian companies showed their interest in the *isicad* agenda, which confirms *LEDAS* statement that their priority is to attract industry representatives. Continuing the comparison with the first forum, *isicad-2006* was generally aimed towards practitioners; for instance, there was no parallel scientific-research conference.

The forum proved an increasingly growing interest towards ERP as well as PLM & ERP integration. *isicad-2006* had a very intensive schedule: the overall num-



David Levin, LEDAS founder and CEO, is opening the forum

ber of reports and presentations reached 43, of which nearly half (19) were on CAD/PLM, 14 – on ERP, and the rest – on the issues related to both fields. Apart from the plenary sessions, *Autodesk*, *SAP* and *Dassault Systemes* organized special seminars. The Round Table, that replaced one of the scheduled reports, definitely made the forum even more enlivening. Devoted to the "Problems and Ways of Implementing and Integrating PLM & ERP Solutions in Russia", it was so fetching that the participants nearly forgot about the dinner. The Round Table took place in the same conference hall and in fact looked quite similar to a press-conference: on the stage a team of top-managers of the leading Russian providers and representatives of Western companies had to fight off an avalanche of questions from the audience. ☺ Naturally, a never-fading, "revolutionary" question on "definite and irrevocable transition" to electronic documentation could not have been omitted...The record of the discussion will be included in a video about the forum, which is described below.

As it was rightly mentioned in the *KOMPAS* press-release (not to be confused with the *ASKON* product of the same name), the forum was truly international: its



The first plenary session

Xavier Gourdon (DS)

Andrei Ioudine (HP)

Alexey Nasakin (SAP)

Kenneth Amann (CIMdata)

active participants included representatives from France, the USA, Israel and a number of other countries. Among them were some well-known scientists, for instance **Abdelaziz Bouras**, a professor of the Lyon Institute of Technology, talked about PLM results and challenges while **Kenneth Amann**, a prominent analyst and the Director of Research from *CIMdata*, reported on how PLM becomes a strategic business initiative.

Pure enumeration can hardly fascinate the readers, but it's the only way to depict the breadth of the *isicad* idea in a short article: the organizers planned to get together representatives and partners of practically all leading developers. Unfortunately, they were not able to fully implement their plan – *PTC* representatives did not come; *UGS* was too busy with its own conference in Moscow; and the *HetNet* team, so familiar to our readers, did not attend the forum this time. However, other important companies found time and money to participate: such as *Autodesk*, a software giant *SAP*, and a *LEDAS* long-term partner – *Dassault Systemes* (including *SolidWorks Russia*, which for some reason missed the previous *isicad-2004*). Besides, the forum was attended by American company *IMS Software* and two eminent hardware providers *Sun Microsystems* and *Hewlett-Packard*.

One cannot but name such well-known Russian companies like *ADEM*, *ASKON*, *Bee Pitron*, *EMT R*, *TESIS*, *Top Systems*, as well as *KOMPAS*, *Lotsia Soft* and *PARUS*, that haven't yet been mentioned in *Observer*.

The forum did not pass unnoticed by educational institutions – State Technical Universities of Krasnoyarsk and Novosibirsk (KSTU and NSTU), as well as by system integrators and other stakeholders. For the full picture we should mention the large industrial enterprises that took an active part in the forum – *Norilsk Nickel*, *Tomsk Electromechanical Plant*, *Chkalov Aircraft Production Association of Novosibirsk*, *Novosibirsk Chemical Concentrates Plant*, *Krasnoyarsk Combine Harvester Plant*, and *Kriogenmash Plant* from as far away as the Moscow metropolitan area – to name just a few.

Perhaps it would be worthwhile to emphasize the principal difference of *isicad* from other numerous IT-events. Throughout the world, and Russia in particular, there are many forums related to CAD problems (PLM, ERP, etc.) but to a great extent most of them resemble a benefit-night: a company-provider and its partners and clients say various nice words about the product of the same provider... No doubt, such forums are useful and valuable – *Observer* has written about it on a number of occasions



“Round table”



Igor Yakobson (Kompas)

encouraging engineers and IT-experts to participate in such events. However, it is a much rarer situation when representatives of several competing companies get together at one venue, and sit and talk publicly around one table. Even big exhibitions have nothing to boast of – with all respect to their grand scale, it is impossible not to admit that they have a totally different spirit, rather much more commercial and formal. Certainly, no event goes without talks in the corridors but it's unlikely that at other conferences you'll find yourself surrounded by representatives of your competitors, leisurely sipping beer and discussing nontrivial aspects of automation... Let's not forget that the residents of Siberia are not so accustomed to IT-exhibitions and forums, typical for the capital cities.

A few words about the organizers: the *LEDAS Group* is well known to our readers as developers of PLM software components. Their products have been described in a number of articles. Since *isicad-2004*, however, *LEDAS* activity has gone beyond the scope of software development and it now embraces consulting, training, supplying commercial CAD, and the like. Currently the company positions itself as a regional Competence Center and makes every effort to maintain its reputation. Therefore, organizing such



After Autodesk salute



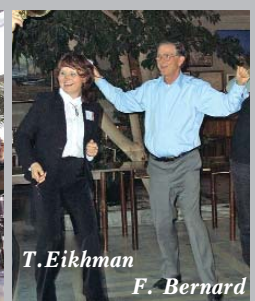
Abdelaziz Bouras



A. Morozova (Autodesk)



Siberian “Dixie’s Land”



T. Eikhman  
F. Bernard





largescale, albeit labor-consuming and expensive events such as an international forum seem to be fully justified.

The first *isicad* had no commercial nature and was organized solely by *LEDAS*. In 2006 due to its growing popularity, sponsors were necessary. They included such big actors as *Hewlett-Packard*, *SAP*, *Dassault Systemes* and *Sun Microsystems*. The general sponsor was *Autodesk*. The absence of *IBM* and *Intel*, who expressed



their interest in the forum, can be explained, perhaps, by the lack of time or promptness of the organizers. The same is true with regard to some other providers (for instance, *Microsoft* congratulated the *LEDAS* management on excellent organization of the forum and asked to inform them about the forthcoming event to enable their participation). Total sponsorship contribution amounted to 0.5 mln Rbs. Although the organizers are still in the red, they do not find the financial results "upsetting". Apart from good advertising, *LEDAS* has established numerous business contacts. As mentioned by **David Levin** (the founder and CEO), for the *LEDAS* management such a forum is a sheer pleasure. And, as the saying goes, one may as well pay for one's pleasures... Let's hope such a cheerful attitude will be inspiring.

In addition to the business, the forum organizers did not forget about the social program which included coffee-breaks in a marvelous winter garden of the House of Scientists, two dinner parties, picnic with shashlik (Russian barbeque), entertainment (fireworks, dancing and jazz-band), sport and recreation (volleyball, sauna and

beer ☺). All above, coupled with the well-known Siberian hospitality, makes an indispensable contribution to creating such a subtle but important phenomena as the "forum spirit".

Those with keen interest in the issue who for some reason were unable to attend the forum, should be pleased to know that the steering committee of *isicad-2006* is still on duty and the results of its work can be seen on the home page <http://isicad.ru/2006> and <http://isicad.ru>. Also available is a CD with all submitted presentations (PPT format), photos, and a 10-minute video about the forum as well as interviews of several participants. By completing the order form on the site, one can get the CD delivered to a requested address. The full video will be available at the end of July. Moreover, *LEDAS* is planning to publish a special illustrated book "*isicad-2006 Report*". A photo gallery can be found at <http://isicad.ru/2006/report.php> and it has been promised that it'll be expanded. The same site displays some short amateur videos, information about processing of participants questionnaires, etc.

The next forum is scheduled to take place on July 30<sup>th</sup> – August 1<sup>st</sup> 2008. It is exactly the time of a full Sun eclipse in Novosibirsk, in the threshold of which all *isicad-2006* participants were given protective eyewear (however, without glasses ☺). Although astrologists do not recommend implementing grandiose projects at this particular period of time, let's hope it's just a stereotype and the forthcoming *isicad-2008* will turn out to be an even more popular, interesting and useful event. ☺

#### About *CAD/CAM/CAE Observer* magazine

*CAD/CAM/CAE Observer* is the first analytical and informational PLM magazine in Russian language, which is addressed to the wide community of the company's executives, engineers, designers, technologists, students, CAD/CAM/CAE users, professionals and developers.

The magazine is published since the year 2000 and distributed primarily in Russia, as well as in Ukraine, Belarus, Kazakhstan, The Baltic States, Israel, Bulgaria, etc.

In February 2006 during *VI Moscow International Salon of Innovation and Investment* the magazine received first place and Gold Medal in nomination: "**Best Magazine observing problems of technological and innovation spheres – 2005**".

For more information please contact Editorial by phone: +371 7409339; fax: +371 7409337 or e-mail: [observer@cadcamcae.lv](mailto:observer@cadcamcae.lv). Editorial address: 18 Apuzes street, Riga, LV-1046, Latvia. WEB: <http://www.cadcamcae.lv>.