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This is a joint webinar with SAE International**

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### **When**

Wednesday 15 June 2022 from 11:00am-12:00pm EDT  
(3:00pm-4:00pm UTC)

### **Topic**

The Value of Digital Standards in Product Design and  
Development

### **Speaker**

Leslie McKay, Senior Product Manager, SAE International



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## Abstract

In today's business environment, there is more and more pressure on delivering new products to market as early as possible. Traditional product development methods are no longer sufficient to get innovative products to market quickly while also minimizing development costs.

New products need to be designed and tested to meet requirements from several sources—industry standards, internal standards, customer requirements, market requirements, etc. PDFs do not provide the digital interoperability required to fit into this new product development environment. Industry standards, traditionally provided via PDF, are especially critical in helping business meet regulatory requirements, reduce costs, gain market share, and instill customer confidence. Digital product development requires that industry standards, as well as the other sources of requirements, are in digital format.

Industry standards must evolve so that they can be more easily integrated within a product's digital thread. Tune in to this webinar to see how digital standards can be used throughout the product development lifecycle to reduce product development costs and timelines, increase innovation across engineering disciplines, and maintain high standards of quality.

This webinar is the first of a three-part series developed by SAE International, Dassault Systemes, and Enola Technologies and hosted by INCOSE. The second part of the series will provide a deep dive into how digitization with MBSE can further benefit the analysis of system compliance with standards in a reusable fashion. Finally, the last part of the series will showcase how integrations between compatible tools (digital engineering) ensures standards compliance through the entire product lifecycle.

## Biography

**Leslie McKay** is a product management executive with over 20 years' experience leading software and hardware product development projects. She won two User Experience Awards from Honeywell for leading a team to develop a voice-recognition system used to direct warehouse workers in distribution centers. Leslie also led a team to deploy a voice-recognition system that directed workers through the inspection process of APUs sent for repair at over 20 Honeywell Maintenance and Repair Operations facilities. Leslie joined SAE International in 2021 to drive the adoption for the OnQue digital standards solution.

Leslie will also introduce the presenters of the following webinars in this three part series:

- Aleczander Jackson, Enola Technologies
- Saulius Pavalkis, Dassault Systemes



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Regards,  
Andy Pickard  
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