Joint Event of tekom Belgium and tekom Nordrhein on Industry 4.0
May 12, 2017 from 1:00 PM to 5:00 PM
at RWTH Aachen University, Melaten Nord, Campus-Boulevard 57, 52074 Aachen, Germany

Agenda

Time	Topic
13:00	**Welcome and Introduction tekom Belgium / tekom Nordrhein** *Susanna Akdut, Technical Writer at ROXELL bvba and representative of tekom Belgium* *Birgitta Meex, Professor at KU Leuven and representative of tekom Belgium* *Hans-Jörg Elsen, Technical Writer at Varian Medical Systems Particle Therapy GmbH and representative of tekom Nordrhein*
13:15	**Information 4.0 – Information on its way to the user** *Jürgen Sapara, Management Consultant at tecteam*
14:00	**Brussels Airport Company Aviation Safety Management System** *Davy Van Hyfte, Compliance & Certification Unit Manager at Brussels Airport Company*
14:45	**Coffee Break**
15:30	**Technical Communication at RWTH Aachen University - Study programme and research insights** *Dr. phil. Simone Wirtz-Brückner, Academic Advisor for TC Studies at RWTH Aachen* *Dr. phil. Claas Digmayer, Post-doc at RWTH Aachen*
16:00	**Situation-Appropriate Delivery of Information in Knowledge-Intensive Processes** *Maya Fielitz, International Sales Manager at Empolis Information Management*
16:45	**Conclusions and Discussion**
17:00	**End of the Event**

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Abstracts

Information 4.0 – Information on its way to the user
Jürgen Sapara

Trouble with your car? Looking for the printed manual? Browsing the manual for hours just left you with little or no useful information needed in this red hot minute? That was yesterday! Now, defect-triggered events select and provide the required help for the user (Push). In other words, from today onward, the mountain will come to Mohammad, as the proverb says. Knowledge will flow – to you! Comprehensive manuals will be used differently. Knowledge and information will have to be processed, so that useful information finds you before you are even looking for it.

In his lecture, Jürgen Sapara provides insight on how to plan such an endeavor and how to proceed information to enable it to find its way to the user. Changes in the end-user behavior, technical innovations and standardization have to be taken into account here. But the lecture will not bore you with vague theories: A successful practical project exemplifies the complete process.

Vita: Jürgen Sapara

Certified Engineer Jürgen Sapara has been active since 1998 in technical communication. After his studies in energy engineering, he worked for several years in the industry. He then completed practical training at a professional journal, was a specialized journalist for several years and later on, editor-in-chief. From 2007 to 2013, he was head of the technical documentation department incl. group-wide translation management at a technology corporate group operating worldwide. He was subsequently active in the business as an internal consultant for optimization projects (SixSigma+LEAN) until 2015. Since September 2015, he has been employed at tecteam as manager of consultancy, where he works mainly on the establishment and expansion of the consultancy business.

Brussels Airport Company Aviation Safety Management System
Davy Van Hyfte

The objective of the policy of Brussels Airport is to ensure that the airport is safe for use by aircraft, and that an unambiguous safety standard can be guaranteed. As Aerodrome Operator BAC wants to achieve and safeguard its international certification and assure compliance with all law and rulemaking. To achieve this objective, all members of the workforce at Brussels Airport must have a clear preventive approach to compliance and aviation safety.

This can be put simply as:
- Say what you do: Define and describe the task to be carried out
- Do what you say: Carry out the task in the way defined
- Make it traceable: Record, monitor and correct where necessary. Inform the management about the findings.

An Aviation Safety Management System focusses on four main pillars, namely Policy & documentation; Risk Management; Assurance and Promotion & Training. Communication though is the fundament of all pillars and is an important and vital element of an effective SMS.

Adequate and well-thought-through communication informs and alerts the airport community to safety-critical topics, and informs them about the lessons learnt from occurrence investigation. It is of the utmost importance that everyone is informed about changes and additions concerning airside safety, and it is necessary that all foreseeable and possible changes to normal operations should are announced. Communication contributes to general awareness, a mature safety culture and workforce skills. Well-focused communication may prevent incidents and accidents.

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Vita: Davy Van Hyfte

Davy Van Hyfte started his aviation career as a military air traffic controller. He gained experience as a Tower, Approach and Area controller and participated in overseas missions too. For the past nine years, he has been working on the implementation of the airport Safety Management System and is involved in auditing, incident investigation and human
factors. As Safety Manager he is responsible to the Accountable Manager for achieving and maintaining the aerodrome operator certification.

Technical Communication at RWTH Aachen University - Study programme and research insights
Dr. phil. Simone Wirtz-Brückner
RWTH's Technical Communication is an interdisciplinary course of study combining humanities (Communication Studies) and engineering/natural sciences (Fundamentals in Computer Sciences or Mechanical Engineering or Electrical Engineering or Materials Engineering). This course of study prepares transfer specialists who can present complex technical facts clearly, and appropriate for the target group and media. The Bachelor and Master study programme will be briefly introduced and its focus areas will be outlined.

Exemplarily, one research project representing the focus area of Usability in the context Industry 4.0 will be presented:

Lean-CAx: lean software-transformation: CAx systems as enabler for industry 4.0
Dr. phil. Claas Digmayer
A key issue of leading industrial countries concerns the efficiency and flexibility of automated product manufacturing processes. Existing CAx systems do not fit to the requirements of Industry 4.0. In a short presentation, findings from a study investigating usability problems of CAx systems and factors impacting the system and GUI design are introduced. The results indicate a strong need for standardization activities, for re-thinking the GUI design of CAx systems, and for guidelines that support the harmonization of systems.

Situation-Appropriate Delivery of Information in Knowledge-Intensive Processes
Maya Fielitz, International Sales Manager, Empolis Information Management
The world offers more and more products. And they come in as ever increasing number of variants, sometimes customized to the extent that no two models are alike. Sometimes they consist of 1.000 parts, manufactured by 100 suppliers and consist of over 50 component assemblies.

Thanks to digitalization, information is being presented in more ways than ever before. From traditional print documents and decision trees to media formats such as videos. Documentation has to be available in all these variants and be legally binding. Relevant and precise information has to be delivered, situation-appropriate, to all end devices, as well identical information in all languages and with full regulation compliance.

Vita: Maya Fielitz

Maya Fielitz has since over 10 years an international IT background, with deep understanding of SaaS\ cloud-based solutions. The knowledge and extensive expertise she gained in this innovative world of Digital Transformation gives her a deep understanding of the challenges to shift from traditional to intelligent information.