



Model Based Enterprise Website – Social Media Project

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MBE Website Project

The 3 Step Goal



- 1) Attract Potential Users to Web Site.**
Target Audiences (SME – OEM - DOD Buyers)
Search Engine Optimization
- 2) Educate and Engage Users to MBE Model.**
MBE Definition – MBE Engineering – MBe Environment
Content – Intuitive Navigation - Multimedia – Resource
- 3) Encourage Action!**
New Users – Discussion – Assessment Findings
Social Media – LinkedIn – You Tube



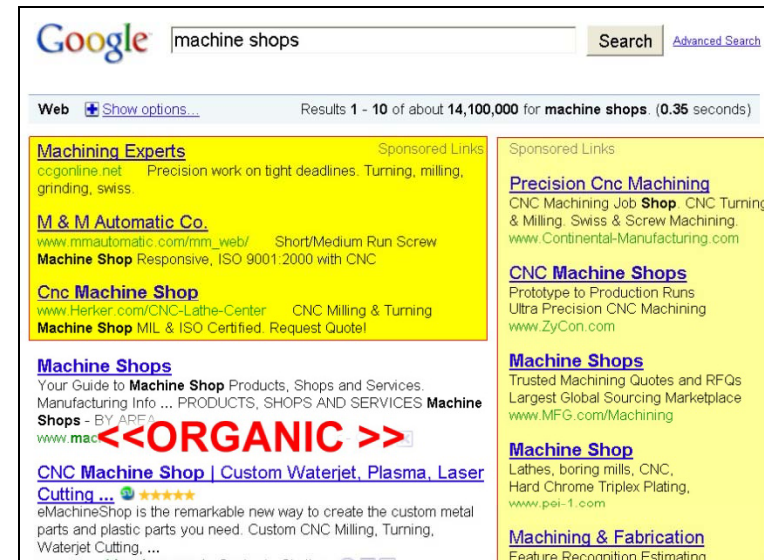
Attracting Potential Users To Website

Search Engine Optimization is a **process** of improving your web site's search engine visibility through making it more **relevant** for specific keyword phrases potential users are looking for.

GOAL: Getting the web site to rank on Page 1 on Google, Yahoo, and Bing organically.

Yellow = Paid Advertising
White = Organic Listing

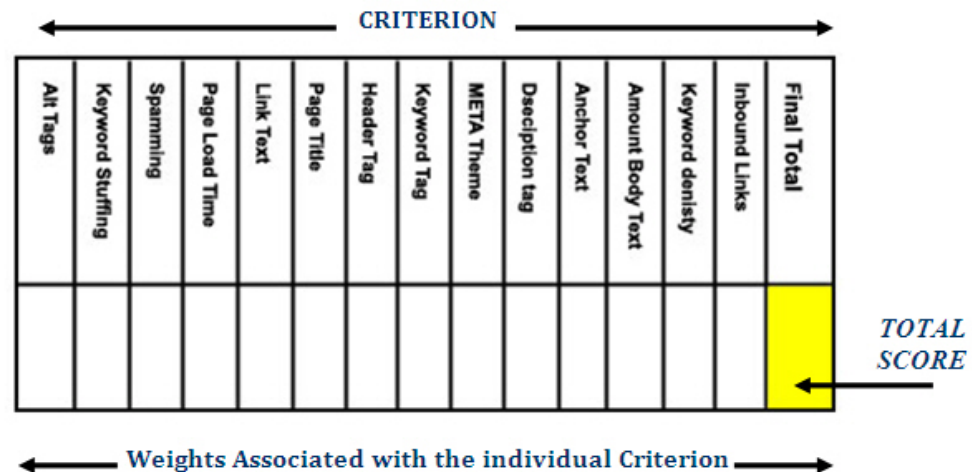
Organic Optimization = Relevancy



Search Engine Optimization

- Relevancy:**

Search Engines rank web sites according to how relevant they are to the phrase being searched!



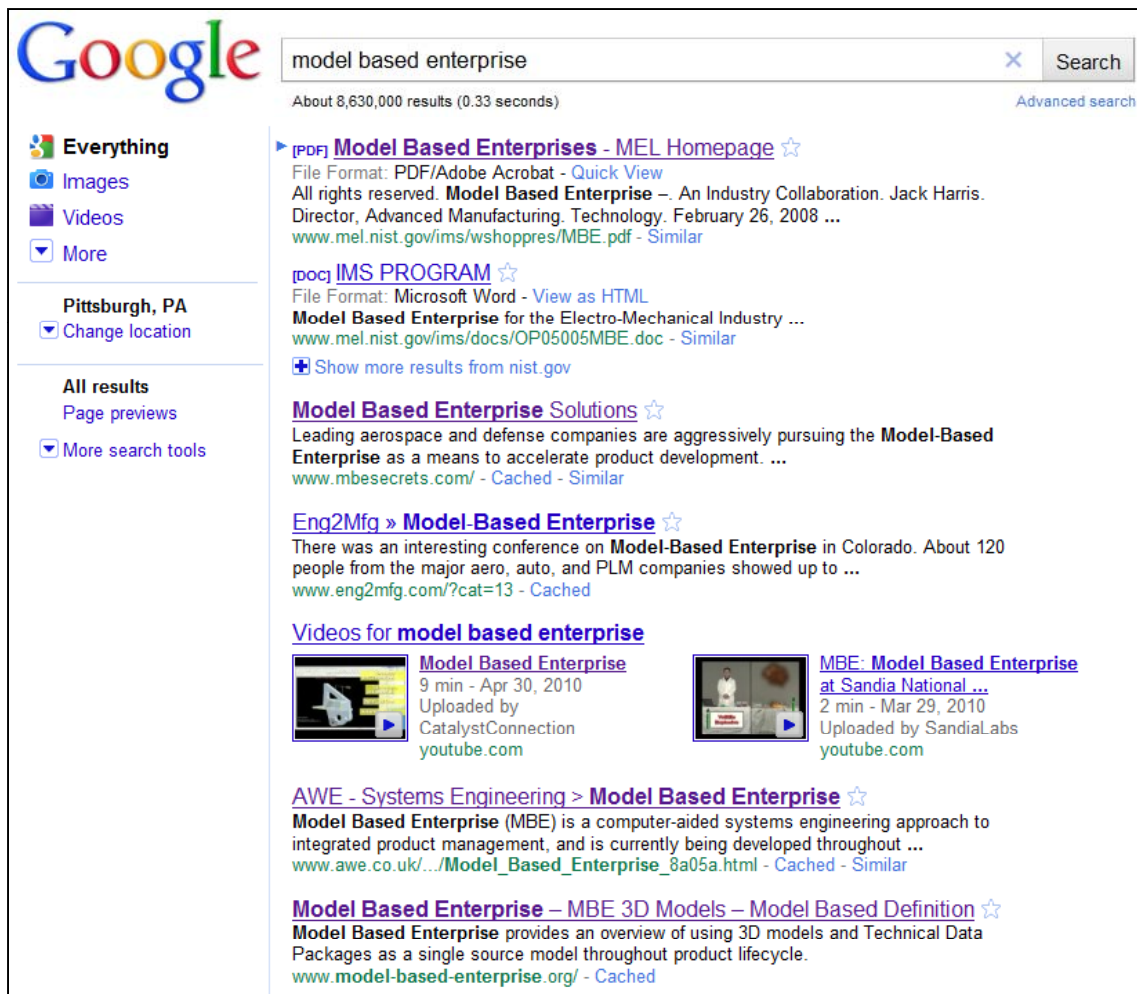
Where We Are Today

Google Search Results
Page 1 for
235 Search Terms

MBE Video
Page 1 Google

Model Based Enterprise
Page 1 Google

Out of
8,630,000 Web Pages



Google search results for "model based enterprise". The search bar shows "model based enterprise" with a search button. Below the search bar, it indicates "About 8,630,000 results (0.33 seconds)".

On the left side, there are filters for "Everything", "Images", "Videos", and "More". Below these are location filters for "Pittsburgh, PA" and "Change location". Further down are "All results", "Page previews", and "More search tools".

The search results list several items:

- [PDF] Model Based Enterprises - MEL Homepage**: File Format: PDF/Adobe Acrobat - Quick View. All rights reserved. Model Based Enterprise -- An Industry Collaboration. Jack Harris. Director, Advanced Manufacturing Technology. February 26, 2008 ... www.mel.nist.gov/ims/wshoppres/MBE.pdf - Similar
- [DOC] IMS PROGRAM**: File Format: Microsoft Word - View as HTML. Model Based Enterprise for the Electro-Mechanical Industry ... www.mel.nist.gov/ims/docs/OP05005MBE.doc - Similar
- Model Based Enterprise Solutions**: Leading aerospace and defense companies are aggressively pursuing the Model-Based Enterprise as a means to accelerate product development. ... www.mbesecrets.com/ - Cached - Similar
- Eng2Mfg » Model-Based Enterprise**: There was an interesting conference on Model-Based Enterprise in Colorado. About 120 people from the major aero, auto, and PLM companies showed up to ... www.eng2mfg.com/?cat=13 - Cached

Below the results, there is a section for "Videos for model based enterprise" with two video thumbnails:

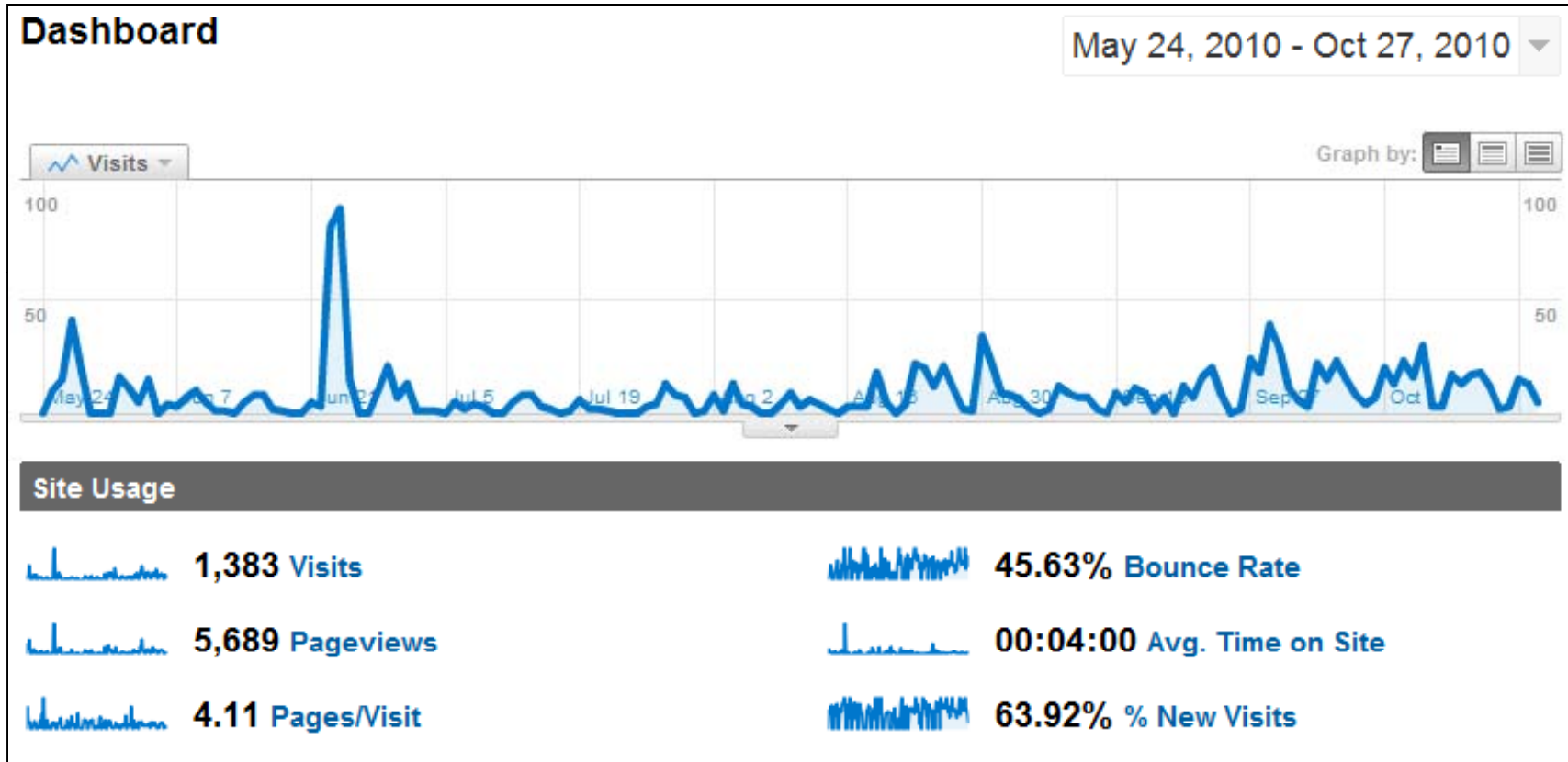
- Model Based Enterprise**: 9 min - Apr 30, 2010. Uploaded by CatalystConnection youtube.com
- MBE: Model Based Enterprise at Sandia National ...**: 2 min - Mar 29, 2010. Uploaded by SandiaLabs youtube.com

At the bottom, there are more search results:

- AWE - Systems Engineering > Model Based Enterprise**: Model Based Enterprise (MBE) is a computer-aided systems engineering approach to integrated product management, and is currently being developed throughout ... www.awe.co.uk/.../Model_Based_Enterprise_8a05a.html - Cached - Similar
- Model Based Enterprise - MBE 3D Models - Model Based Definition**: Model Based Enterprise provides an overview of using 3D models and Technical Data Packages as a single source model throughout product lifecycle. www.model-based-enterprise.org/ - Cached



Where We Are Today



Moving Forward



MBE
Model Based Enterprise
The Next Generation of Defense Supply Chain

Sponsored By:  **ARMY** Materiel Partnership

Home
Model Based Enterprise
Defense Supply Chain Management
MBE Benefits
Model Based Enterprise Resources
Getting Started with Model Based Enterprise
2009 Supplier Assessment
MBE Events
ITAR Compliance
About Us
Contact Us
SiteMap
Search

Model Based Enterprise
Welcome to the Model Based Enterprise (MBE) website. Our intent is to provide you with an overview of what is going on in the area of using 3D models and Technical Data Packages as a single source model throughout the lifecycle of a product. MBE is an integrated and collaborative environment, founded on 3D product definition (Model Based Definition) shared across the enterprise, enabling rapid, seamless, and affordable deployment of products from concept to disposal. [More](#)

The Army Research Laboratory, in collaboration with several OEM and government buyers, is working in an R&D environment to develop MBE capabilities in an effort to cut waste and develop a lean process. Through this new technology, suppliers will benefit through the reduction of error rate and re-work as well as reduced labor in data and document creation. MBE also reduces the time to mission by making it possible to quickly produce "build-to" packages, that is, sets of documents that contain all data required to manufacture components, and provide all the information you need to begin production.

The practice of using 2D drawings as the master deliverable in the design process is fading fast, as many companies are adopting a new approach called MBE, where the 3D model is the central source of all design information. One key driver in this trend is the development of new standards for 3D model annotation which specify that 3D drawings now include all information to satisfy the needs of downstream users.

What is Model Based Enterprise?
Model Based Enterprise is a fully integrated and collaborative environment founded on 3D product definition detailed and shared across the enterprise to enable deployment of products from concept to disposal. [More](#)

Defense Supply Chain Management
MBE has been proven to dramatically cut manufacturing costs as well as the time needed to bring it to market. The Department of Defense (DoD) has begun to adopt it for many of its new contracts. [More...](#)

Model Based Enterprise Resources
Our Resource Center provides the latest information and media regarding model based enterprise. Keep up to date with new information in one resource location [More...](#)

How do I get Started With MBE?
Model based enterprise is more than a new technology it is a cultural shift in process. Improvement much like lean manufacturing but in using technology as a part of your manufacturing process. [More...](#)

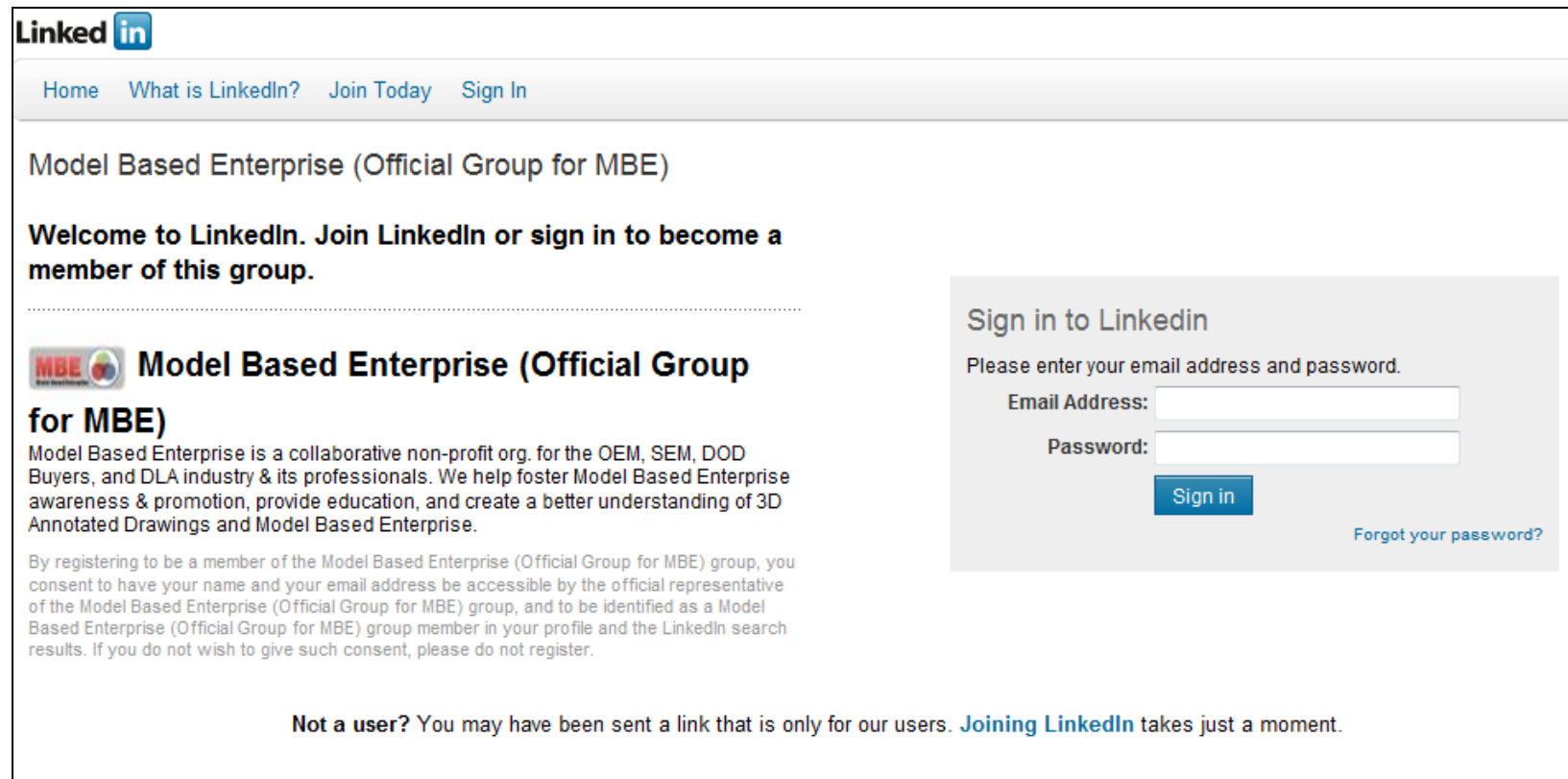
What is ITAR Compliance?
ITAR is a set of government regulations that control the export and import of defense-related articles and services. To participate in MBE a company must be ITAR compliant. Learn more about ITAR and becoming compliant. [More...](#)


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Model Based Enterprise (Official Group for MBE)

Welcome to LinkedIn. Join LinkedIn or sign in to become a member of this group.

 **Model Based Enterprise (Official Group for MBE)**

Model Based Enterprise is a collaborative non-profit org. for the OEM, SEM, DOD Buyers, and DLA industry & its professionals. We help foster Model Based Enterprise awareness & promotion, provide education, and create a better understanding of 3D Annotated Drawings and Model Based Enterprise.

By registering to be a member of the Model Based Enterprise (Official Group for MBE) group, you consent to have your name and your email address be accessible by the official representative of the Model Based Enterprise (Official Group for MBE) group, and to be identified as a Model Based Enterprise (Official Group for MBE) group member in your profile and the LinkedIn search results. If you do not wish to give such consent, please do not register.

Sign in to LinkedIn

Please enter your email address and password.

Email Address:

Password:

[Sign in](#)

[Forgot your password?](#)

Not a user? You may have been sent a link that is only for our users. [Joining LinkedIn](#) takes just a moment.

<http://www.linkedin.com/groups?mostPopular=&gid=3662100>



MBE Website

www.model-based-enterprise.org



Thank You

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