The Business of IT: Transforming the Organization and the Vehicle

“Focus on the Future”
UM Automotive Research Conferences

WELCOME!

Presentations available at:
www.umtri.umich.edu/ aad

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University of Michigan
Transportation Research Institute

Affiliate Program
- Supporting Members
- Research Partners

Funding

Research
- Globalization
- Powertrains
- IT

Conferences
- 5 Annual Conferences

UMTRI

Automotive Analysis
**Automotive Analysis**  
University of Michigan  
Transportation Research Institute

### Affiliates Members and Research Partners

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<th>IT Organizations</th>
<th>Government/NGOs</th>
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<td>Oracle Corporation</td>
<td>NREL / EPA</td>
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<td>IBM</td>
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<td>HP</td>
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<td>Nissan Tech Center</td>
<td>Union of Concerned Scientists</td>
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<td>Ford Motor Company</td>
<td>CALSTART</td>
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<td>Chrysler LLC</td>
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Upcoming UMTRI-AA Conferences

• November 7, 2012 (Wednesday): Inside China: Understanding the Current and Future Chinese Automotive Industry. Our 5th annual conference that brings to the audience the knowledge of people who truly know the Chinese auto industry.

Upcoming UMTRI-AA Conferences

• April 17, 2013 (Wednesday): The Role of Government in the US Auto Industry. Following the US election in November, 2012, we will discuss the current role the government will play in the US auto industry.

• July 24, 2012 (Wednesday): Powertrain Strategies for the 21st Century. Our 5th annual conference that provides insight into how manufacturers and suppliers are managing their resources to meet the needs of consumer needs and government requirements.
Panelists (AM Session)

- **Jeff Liedel**, Executive Director, Enterprise IT Sustain Services, General Motors Corporation


- **Ed Allen**, Vice President, Automotive Industry Business Unit, Oracle Corporation
Panelists (PM Session)

• **Steve Schwinke**, Director, Advanced Systems Development, OnStar

• **John Mullinax**, Market Development Manager, Microsoft

• **Paul Green**, Research Professor, University of Michigan Transportation Research Institute
Morning Schedule

• 9am
  – Bruce Belzowski
  – Jeff Leidel
  – Tim Platt

• 10:25am-10:45am Break

• 10:45am
  – Ed Allen

• 11:15am Q&A

• Noon-1:30pm Lunch
Afternoon Schedule

• 1:30pm
  – Steve Schwinke
  – John Mullinax

• 2:35pm-2:45pm Break

• 2:45pm
  – Paul Green

• 3:15pm Q&A

• 4:00pm Adjourn
Vehicle View:
- Chevrolet Volt with advanced OnStar technology

- 10:25am-10:45am Break
- Noon-1:30pm Lunch
- 2:35pm-2:45pm Break
- 4:00pm Adjourn
Conference Questions

• How are companies taking advantage of the processes and skills within their IT organizations?

• How are IT organizations adapting to the currently and future needs of their companies?

• How IT lessons learned from projects in one function integrated into projects in other functions?
Conference Questions

• What are the advantages and disadvantages of outsourcing and insourcing?

• Is there a proper balance for outsourcing and insourcing IT for automotive companies?

• What global IT integration strategies are manufacturers employing?

• How, if at all, are global consumer requirements affecting vehicle IT strategies?
Conference Questions

• How are IT processes and skills used in new vehicle technologies?

• What new IT-related technologies should we expect to see in vehicles in the near and long term?

• What are the safety challenges of introducing new IT-related technologies into the vehicle?
Conference Questions

• How are companies overcoming distraction issues within vehicles?

• Will state or federal regulations concerning distraction change manufacturer strategies for introducing new IT-related technologies into vehicles?
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