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

Bruce M. Belzowski
Assistant Research Scientist
bbl@umich.edu
Automotive Analysis
University of Michigan
Transportation Research Institute

- Affiliate Program
  - Supporting Members
  - Research Partners

- Funding

- Research
  - Globalization
  - Powertrains
  - IT

- Conferences
  - 5 Annual Conferences
<table>
<thead>
<tr>
<th>IT Organizations</th>
<th>Government/NGOs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oracle Corporation</td>
<td>NREL / EPA</td>
</tr>
<tr>
<td>IBM</td>
<td>NSF</td>
</tr>
<tr>
<td>HP</td>
<td>Motor Carrier</td>
</tr>
<tr>
<td>Siemens-PLM</td>
<td>Energy Foundation</td>
</tr>
<tr>
<td>OEMs</td>
<td>The Hewlett Foundation</td>
</tr>
<tr>
<td>General Motors</td>
<td>National Resources Defense Council</td>
</tr>
<tr>
<td>Toyota Tech Center</td>
<td>Union of Concerned Scientists</td>
</tr>
<tr>
<td>Nissan Tech Center</td>
<td>Scientists</td>
</tr>
<tr>
<td>Ford Motor Company</td>
<td>CALSTART</td>
</tr>
<tr>
<td>Chrysler LLC</td>
<td></td>
</tr>
</tbody>
</table>
Affiliates Members and Research Partners

**Suppliers**
- Chevron
- Visteon
- Denso
- Dana
- Delphi
- Peterson Spring
- Continental
- TRW
- Valeo

**Suppliers**
- Michelin
- Continental
- JCI
- BorgWarner
- Yazaki
- Eaton
- BASF
- Dow
- Bosch
Upcoming UMTRI-AA Conferences

- **September 14, 2011 (Wednesday):** The Business of IT: Transforming the Organization and the Vehicle. Our 4th annual conference on how IT innovation is changing the auto industry.

- **November 16, 2011 (Wednesday):** Inside China: Understanding the Current and Future Chinese Automotive Industry. Our 5th annual conference that brings the insight of people who truly know the Chinese auto industry.

- **February 15, 2012 (Wednesday):** The Role of Government in the U.S. Automotive Industry. A reprise of our February, 2010 conference with an update on the changes that have occurred in the industry and government.
Upcoming UMTRI-AA Conferences

- **NEW CONFERENCE:** April 18, 2012 (Wednesday): Inside Brazil: Understanding the Current and Future Brazilian Automotive Industry. A new conference that takes an in-depth look at the automotive industry of another of the BRIC countries.

- 

- **July 25, 2012 (Wednesday): Powertrain Strategies for the 21st Century.** This 4th annual conference will focus on current powertrain topics and their effects on the future of the industry.
Panelists

- James Miller, Chief Technology Officer, GM Account, Hewlett-Packard Enterprise Services
- Martin Wolfertz, Manager-Enterprise Technology Research and Architecture, Ford Motor Company
- Prasanna Kondapalli, Senior Application Development Engineer, BASF
Panelists

- **Peter Sweatman**, Research Scientist and Director, University of Michigan Transportation Research Institute
- **Steve Perun**, In-Vehicle Telematics Lead, IBM
- **Dawn Tilbury**, Professor of Mechanical and Electrical Engineering, University of Michigan
- **Doug Newcomb**, Senior/Technology Editor, Edmunds.com
Morning Schedule

• 9am
  – Bruce Belzowskii
  – James Miller
  – Martin Wolfertz
• 10:25am Break
• 10:40am
  – Prasanna Kondapalli
• 11:15am Q&A
• Noon-1:30pm Lunch
Afternoon Schedule

• 1:30pm  
  – Peter Sweatman  
  – Steve Perun  
  – Dawn Tilbury

• 2:55pm  Break

• 3:10pm
  – Doug Newcomb

• 3:40pm  Q&A

• 4:30pm  Adjourn
Conference Questions

• How is IT supporting industry trends? Is its role changing within the enterprise? Can IT’s changing role effect a re-ordering of the IT industry?

• How does IT support innovation within the organization? What are the key IT technologies that provide the most impact?
• How does advanced CAE differ from previous versions? How is it being employed within the automotive industry?

• What technologies enable vehicles to communicate with each other in order to avoid accidents? How far along are these technologies in their development?
Conference Questions

- What are the challenges companies face in adapting to a new connected vehicle paradigm? Will new companies emerge to provide the technologies and services for connected vehicles?

- What research is taking place around autonomous vehicles? Where is progress being made and where is continued research needed?
• How has IT changed how people shop for and buy vehicles? What are the main tools people are using for shopping? What can we expect in the future in terms of a changing vehicle shopping paradigm?
“Focus on the Future”

UM Automotive Research Conferences

WELCOME!

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

Bruce M. Belzowski
Assistant Research Scientist
bbl@umich.edu