The Business of IT: Transforming the Organization and the Vehicle

“Focus on the Future”
UM Automotive Research Conferences

WELCOME!

Bruce M. Belzowski
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UMTRI’s “Window to the Industry”

Economic and Demographic Analysis

Industry Structure

Advanced Manufacturing and Training
Automotive Analysis Division
University of Michigan
Transportation Research Institute

Funding
- Affiliate Program
- Research
- Conferences
- Training

Interdisciplinary Staff
- Engineering
- Social Sciences
- Business
- Economics
Automotive Analysis Division
University of Michigan
Transportation Research Institute

Affiliates

IT Organizations
Oracle Corporation
IBM
HP
Siemens-PLM
QAD

OEMs
General Motors
Toyota
Nissan Tech Center

Government
NREL / EPA
NSF
Motor Carrier

Consultants
Deloitte
About Consulting

Suppliers
Chevron
Visteon
Denso
Dana
Delphi
Peterson Spring
Continental
TRW
Valeo
Automotive Analysis Division
University of Michigan
Transportation Research Institute

Research work - covering a broad range of topics

- Globalization
- Manufacturing validation, quality
- Powertrain Strategies
- IT/e-Business
- Human Capital
- Heavy Truck

Key Research Partners

IBM, Bosch, TRW, Tenneco

GM, NIST, CogniTens

Denso, EPA, Nissan, NRDC, UCS

Oracle, IBM

Watson Wyatt

Federal Motor Carrier, NPTC
Upcoming UMTRI-AAD Conferences

• **November 10, 2008 (Monday):** Developing New Powertrain Technologies for Drivers: What Are They Willing To Buy and How Do We Know?

• **February 11, 2009 (Wednesday):** Advancements in 3D Measurement and its impact on Digital Engineering and Manufacturing Process Validation


• **July 15, 2009 (Wednesday):** Powertrain Strategies for the 21st Century: How Are New Powertrain Technologies Affecting Company Strategies?
Panelists

- **M.S. Krishnan**, Professor, Ross Business School, University of Michigan
- **Jeff Liedel**, Chief Strategy Officer IS&S, General Motors Corporation
- **Steve Nykerk**, Solutions Specialist, PLM Business Solutions, IBM Global Services
- **Greg Martin**, Director IS&S Strategy and Planning, General Motors
- **Bill MacFarlane**, Regional Information Officer, North America, Continental AG
- **Ralph Robinson**, Research Scientist, University of Michigan Transportation Research Institute
- **Jason Flinn**, Associate Professor, Computer Science and Engineering, University of Michigan
Schedule

• 9 to 10:10am
  – Bruce Belzowski: Research Overview
  – M.S. Krishnan: The New Age of Innovation

• 10:10 to 10:20am Break

• 10:20 to Noon
  – Jeff Liedel: GM’s Innovative IT Strategy
  – Steve Nykerk: A Cup Half Full: PLM in the Automotive Industry

• Noon to 1:30pm Lunch
Schedule

• 1:30 to 2:55pm
  – Greg Martin: Delivering Technology to Emerging Markets
  – Bill MacFarlane: Mergers and Acquisitions in a Global Organization: IT Challenges

• 2:55 to 3:05pm Break

• 3:05 to 4:30pm
  – Ralph Robinson: The Vision of Vehicle Infrastructure Integration
  – Jason Flinn: AutoMedia: Linking the Vehicle with Consumer Electronics and Services
UMTRI-AAD IT Conference Activity

- Profitable IT: How to Differentiate Your IT System for Your Competitive Advantage (2003)
UMTRI-AAD IT Research

Upcoming Research: The Automotive CIO

• What is the status of IT today in terms of internal integration and external collaboration?
• What are the main issues CIOs currently face that affect how they are perceived within the organization?
• What IT challenges do companies face in terms of their globalization initiatives?
• What are the current metrics for measuring the success of IT in the auto industry?
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9/17/2008

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