“Focus on the Future”
Automotive Research Conferences

The Business of IT: Transforming the Organization and the Vehicle

Wednesday, September 12, 2012
9am to 4:00pm

University of Michigan, The Michigan League, Michigan Ballroom (2nd Floor)
911 North University Avenue, Ann Arbor, MI 48109-1265

*****OnStar will feature its Chevrolet Volt with streaming content from the Cloud using a 4G LTE network and OnStar's Advanced Telematics Operating System*****

Conference Agenda

8:30 a.m.  
Registration and Continental Breakfast

Transforming and Globalizing the Organization

9:00 a.m.

Welcome
Bruce M. Belzowski, Assistant Research Scientist, Automotive Analysis Division, University of Michigan Transportation Research Institute

Jeff Liedel, Executive Director, Enterprise IT Sustain Services, General Motors Corporation will discuss his company’s global IT footprint from the perspective of his responsibilities for operations and management of all of GM’s global computer facilities and applications.

Tim Platt, VP Information Systems/Information Security, Toyota Motor Engineering and Manufacturing North America will provide our keynote address by offering his insights into how his IT organization is crossing boundaries within his organization to provide strategic value to operations and decision-making.

Break

Ed Allen, Vice President, Automotive Industry Business Unit, Oracle Corporation, will transition us from the AM to the PM session by describing how improvements in IT help manage complexity within the organization and the vehicle, including quickly moving buyer-related interactions through the organization.

A.M. Session Q&A
Noon – 1:30 p.m.  **Lunch Break**

**Transforming the Vehicle**

1:30 p.m.  **Steve Schwinke**, Director, Advanced Systems Development, OnStar, will discuss his company’s current business model as well as its vision for future telematics and the challenges he sees going forward.

**John Mullinax**, Market Development Manager, Microsoft, will talk about his company’s links to the automotive industry and what the future holds for in-vehicle telematics.

**Break**

**Paul Green**, Research Professor, University of Michigan Transportation Research Institute, will provide his insight based on his research into the challenges of in-vehicle technologies from a human factors perspective.

**P.M. Session Q&A**

4:00 p.m.  **Conference Adjourns**

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