“Focus on the Future”
Automotive Research Conferences

The Business of IT: Transforming the Organization and the Vehicle

Wednesday, September 14, 2011
9am to 4:30pm

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

Conference Agenda

8:00 am  Registration and Continental Breakfast

9:00 am  Bruce Belzowski, Assistant Research Scientist, University of Michigan Transportation Research Institute, will introduce the key issues and moderate the conference.

James Miller, Fellow, Chief Technology Officer GM Account HP Enterprise Services, will discuss his company’s views on how IT supports industry megatrends that can change the role of IT in the enterprise and re-order the IT industry.

Martin Wolfertz, Manager - Enterprise Technology Research and Architecture, Ford Motor Company, will provide his insights on how IT is supporting his company’s innovation efforts.

Break

Prasanna Kondapalli, Senior Application Development Engineer, BASF, will talk about his company’s use of advanced CAE to develop new plastics for the automotive industry.

Q&A

Noon-1:30pm Lunch

1:30pm  Peter Sweatman, Research Professor and Director, University of Michigan Transportation Research Institute, will discuss UMTRI’s work with connected vehicles and his work with ITS America.

Steve Perun, In-Vehicle Telematics Lead, IBM, will describe how in-vehicle telematics is changing the mobility through new technological capabilities as well as the challenges companies face in adapting to this new paradigm.
Dawn Tilbury, Professor of Mechanical Engineering and Electrical Engineering and Computer Science, University of Michigan, will talk about her research on increasing the reliability of autonomous vehicles.

Break

Doug Newcomb, Senior Technology Editor, Edmunds.com, will talk about how IT has changed how customers shop for and purchase vehicles, as well as what to expect in the near future.

Q&A

4:30pm  Conference Adjourns