The Business of IT: Transforming the Organization and the Vehicle

“Focus on the Future”
UM Automotive Research Conferences

WELCOME!

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Funding

- Affiliate Program
- Research
- Conferences
Automotive Analysis
University of Michigan
Transportation Research Institute

Affiliates

**IT Organizations**
Oracle Corporation
IBM
HP
Siemens-PLM

**OEMs**
General Motors
Toyota
Nissan Tech Center

**Government**
NREL / EPA
NSF
Motor Carrier

**Suppliers**
Chevron
Denso
Dana
Delphi
Peterson Spring
Continental
Takata
TRW
Valeo

**Consultants**
About Consulting
UMTRI-AA Affiliate Program

Our Affiliate program focuses on 3 main annual research projects that look at the current and future direction of the global automotive industry:

1. **Automotive powertrains and emissions focused on technology and regulatory/policy forecasting through our Powertrain Strategies for the 21st Century study**

2. **The role of information technology in the automotive industry through our Automotive CIO study**

3. **The globalization of the automotive industry based on a focused, country level analysis of a developing or developed market.**
UMTRI-AA Affiliate Program

• Affiliate funding supports all of three projects, and supporting companies form the advisory board for each study and meet with UMTRI researchers to determine topics to examine within each study.

• Results will be presented at our annual conferences on powertrains, information technology, and globalization.
Upcoming UMTRI-AA Conferences

- **November 10, 2010 (Wednesday):** *Inside China: Understanding China’s Current and Future Automotive Industry.* This 3rd annual conference will provide in depth analysis of China’s automotive industry and its future direction.

- **February 16, 2011 (Wednesday):** *Automotive Safety: How Far Have We Come and Where Are We Going?*

- **April 20, 2011 (Wednesday):** Topic to be Determined

- **July 13, 2011 (Wednesday):** *Powertrain Strategies for the 21st Century.* This 3rd annual conference will focus on current powertrain topics and their effects on the future of the industry.
Panelists

- **Raghu Padmanabhan**, Director - Process Engineering, General Motors Corporation

- **Deborah deBoer Henderson**, CIO, ArvinMeritor Corporation

- **Robert Cole**, Professor Emeritus, Hass School of Business, University of California, Berkeley

- **David Taylor**, Senior Director, Automotive and Machinery Marketing, Siemens PLM Software
Panelists

• **Tom Schaffnit**, President, VII Consortium
• **T.J. Giuli**, Research Engineer, Ford Motor Company
• **Ryan Eustice**, Assistant Professor, University of Michigan
Morning Schedule

• 9am
  – Bruce Belzowski
  – Raghu Padmanabhan
  – Deborah deBoer Henderson

• 10:15am Break

• 10:30am
  – Robert Cole
  – David Taylor

• 11:25am Q&A

• Noon-1:30pm Lunch
Afternoon Schedule

• 1:30pm  
  – Tom Schaffnit  
  – T.J. Giuli

• 2:35pm  
  Break

• 2:45pm  
  – Ryan Eustice

• 3:20pm  
  Q&A

• 4:00pm  
  Adjourn
Today’s Presentations

Will be available by the weekend at:

www.umtri.umich.edu/aad
UMTRI-AA IT Conference Activity

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

Upcoming Research: The Automotive CIO

• The future vision of IT
• Integration and collaboration
• Information and knowledge
  • IT fostering innovation
    • Global IT
    • IT maturity
    • IT execution
• IT project measurement
  • IT sourcing model
    • IT budgets
    • IT in the vehicle
Conference Questions

- How are companies managing their IT resources currently and what are their plans for the future?
- How are companies using IT as a competitive advantage today, and how will they use it in the future?
- How do Japanese firms differ from U.S. firms in their use of IT?
- How can IT help firms manage increased complexity in systems engineering?
- How will vehicle to vehicle communication provide increased driver safety?
- What infortainment choices will be available in future vehicles?
- How far away are autonomous vehicles from general application?
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9/15/2010

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