The Business of IT:
Transforming the Organization
and the Vehicle

September 15, 2010

Raghu Padmanabhan
Director – Process Engineering
Enterprise Architecture
About General Motors

• With roots back to 1908, GM has its global headquarters in Detroit

• GM employs 205,000 people. We are in every major region of the world and do business in some 120 countries.

• GM and its strategic partners produce cars and trucks in 31 countries, and sell and service these vehicles through the following brands:
  – Buick, Cadillac, Chevrolet, FAW, GMC, Daewoo, Holden, Jiefang, Opel, Vauxhall and Wuling.

• GM’s largest national market is China, followed by the United States, Brazil, Germany, the United Kingdom, Canada, and Italy.

• GM’s OnStar is the industry leader in vehicle safety, security and information services.

• More information on General Motors can be found at www.gm.com.
Our vision is simple and direct

Design, build and sell the world’s best vehicles
0-60 in 8.5 Seconds

100 MPH Top End Speed

Awesome Driving Experience
Quiet. Smooth. Quick off the line. Premium feel.

Unprecedented Connectivity
CADILLAC CTS-V COUPE
BUICK REGAL GS
GM Unveils EN-V Concept:
A Vision for Future Urban Mobility
Business Drivers And Business of IT ...
Change and New Capabilities Are Transforming The Automotive Business …

Economic factors are driving the organization to focus on “precision” solutions across the business and IT.

The rate of change in the last 10 years in the business environment, vehicle content and IT has been exponential …
Telematics is driving new integration opportunities
New propulsion systems are driving the vehicle to be a “computer on wheels”

In the Chevy Volt, which is being launched now, the challenge is over one hundred control modules (or processors)

The vehicle is a true electric vehicle, where software control is the boss.
Innovative Crash-Avoiding Technologies are increasing vehicle and passenger safety.

- Lane departure warning
- Blind spot alert
- Adaptive cruise control
Business and IT have to work together to meet an ever-growing list of challenges and issues …

- New vehicle technologies
- Global markets, organization, locations and collaboration
- Information security
- Social media and mobility
- Legacy applications
- Enterprise integration
Thanks!!