The Business of IT: Transforming the Organization and the Vehicle

“Focus on the Future”
UM Automotive Research Conferences

WELCOME!

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Automotive Analysis Division
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Funding

- Affiliate Program
- Research
- Conferences
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
UMTRI-AAD Affiliate Program

For 2009, we are re-designing our Affiliate program by focusing the funding received from our Affiliates 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-AAD Affiliate Program

- Affiliates will have access to all three reports, but they will be asked to choose which project their funding will support.

- Supporting companies will 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-AAD Conferences

- **November 18, 2009 (Wednesday):** *(Tentative Title)* Understanding the Effects of the Government on the U.S Automotive Industry

- **February 17, 2010 (Wednesday):** *(Tentative Title)* Changing the Way We Measure and Analyze Manufacturing Quality Using 3D Non-Contact Metrology. *The 2nd Annual Center for Advanced 3D Optical Dimensional Measurement (CODM) Conference*

- **April 22, 2010 (Thursday):** *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.

- **July 14, 2010 (Wednesday):** *Powertrain Strategies for the 21st Century.* This 2nd annual conference will focus on current powertrain topics and their effects on the future of the industry.
Panelists

- **Servio Araujo**, Senior Manager of Enterprise Technology Research and Architecture, Ford Motor Company
- **Paul Skornia**, Manager, Lear Corporation
- **Ram Prabhakar**, Vice-President, Hewlett-Packard Corporation
- **Gahl Berkooz**, Technical Leader, Ford Motor Company
- **Suneel Sekhri**, Director-Automotive, HCL Technologies
Panelists

- **Ed Allen**, Vice-President Automotive Industry Business Unit, Oracle Corporation

- **Susan Zielinski**, Managing Director, UM/SMART (Sustainable Mobility and Accessibility Research and Transformation) Project

- **Dave LeBlanc**, Assistant Research Scientist, University of Michigan Transportation Research Institute

- **David Berdish**, Manager for Sustainable Business Development, Ford Motor Company
Morning Schedule

• 9am
  – Bruce Belzowski
  – Servio Araujo
  – Paul Skornia

• 10am Break

• 10:15am
  – Ram Prabhakar
  – Gahl Berkooz
  – Suneel Sekhri

• 11:30am Q&A

• Noon-1:30pm Lunch
Afternoon Schedule

• 1:30pm
  – Ed Allen
  – Susan Zielinski

• 2:20pm Break

• 2:35pm
  – Dave LeBlanc
  – David Berdish

• 3:30pm Q&A

• 4:15pm Adjourn
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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