

5th International Conference

AUTOMOTIVE SOFTWARE STRATEGIES

April 24-25, 2024

Munich, Germany



Also available as
Virtual Conference

Main Topics

- Software Defined Architectures & Platforms
- Intelligent Data Collection, Processing and Usages
- Safety & Security in Practice
- Integration, Testing & Software Updates
- Using AI for Efficient Development in the Automotive Industry
- Business Models & Market Trends

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Highlights



Keynote
Adis Halilovic
Stellantis



Keynote
Norbert Weller
Robert Bosch



Keynote
Dr. Holger Grandy
BMW



Keynote
Dr. Matthias Traub
Vector



Sonja Hummel
Continental



Keynote
Dr. Stefan Sicklinger
CARIAD



Dr. Patrick Bartsch
Amazon Web Services



Keynote
Dr. Pei Shen
Tencent Intelligent
Mobility



Chairman
Martin Schleicher
Continental

A conference organized by:

 **Veranstaltungen**

Day 1: Wednesday, April 24, 2024

08:30 Registration & Networking with coffee & tea

09:00 Welcome and opening by chairman



Martin Schleicher,
Head of Software Strategy
Continental AG



Anne von Türkheim-Horch,
Director International Events,
SV Veranstaltungen GmbH

Software Defined Architecture & Platforms

09:10 **Keynote: A Roadmap for future Software Platforms**

Dr. Holger Grandy,
Head of Software Platform Automated Driving
BMW Group

09:40 **Software-Defined Vehicles:
Moving Digitalization into the Fast Lane**

Dr. Tawhid Khan,
Software Research Director, S&P Global Mobility

10:05 Q&A with speakers

10:15 Coffee break & Networking

10:45 **Use Case-driven Software-Defined Vehicle
Architecture Selection**

Dr. Jörg Christian Kirchhof,
Technology Architect, FEV.io GmbH

11:10 **Navigating the Future: The Impact of AI on the
Software Defined Vehicle**

- Software Excellence. Think it from the other side.
- Why will integration, testing, and systems engineering replace software coding as a core competency in the development of the Software Defined Vehicle?



Robert Fey,
Senior Product Marketing Manager, Synopsys

Jürgen Müller,
Executive Vice President, IAV GmbH

11:35 **The Software-Defined Vehicle of the Future Initiative**

- Challenges for SDV stack development
- An agile ecosystem for collaborative SDV stack building blocks
- Multi vendor development tool environment for an agile SDV DevOps life cycle

Michael Paulweber,
Senior Devisor, AVL List GmbH

12:00 **New Business Models for the SDV and their Impact
on the Software Architecture**

- Key implications on software development including the software life-cycle management and upgradeability, DevSecOps approach and cloud connectivity, etc.
- Key implications on the software architecture including the importance of picking the right middleware, how to leverage the specificities of the hardware, etc.

Arnaud Van den Bossche,
Business Development Director, Green Hills Software GmbH

12:25 Q&A with speakers

12:35 Coffee break & Networking

Using AI and Data for Efficient Software Development

14:00 **Keynote: Maximizing Efficiency: Key Strategies for
Developing a High-Performance Software Platform**

Adis Halilovic,
Head of Core Application Platform & SW Releasing,
Stellantis

14:30 **Making AI Work in the Automotive Industry:
AI's biggest Challenge and how to solve it**

- AI's potential in automotive and beyond
- Challenges for implementing AI, slowing its pace of adoption
- How the EU AI Act will impact AI implementation in automotive

Jan Zawadzki,
CTO & Co-MD, CertifAI GmbH

14:50 **Driving Innovation: Leveraging Generative AI to
build Automotive Software Faster**

- Productivity gains for your software programs
- Dr. Patrick Bartsch,**
Principal Technology Evangelist, Amazon Web Services

15:15 **Trends in AI & Automotive**

- AI and Software Defined Vehicle Future
- William Wei,**
EVP & CMO, Skymizer.ai

15:35 **AI Accelerates Speed of the SDV Development –
what is the Price to pay?**

Andreas Lauringer,
CEO, Kontrol



Andreas Herzig,
Global Lead Automotive Deloitte, Risk Advisory,
Deloitte GmbH

16:00 **Keynote: How Digitalization and AI impact Chinese
Automotive Industry**

- Case examples to illustrate impact of digitalization and AI along automotive value chain
 - Roles and positioning of tech players like Tencent
- Dr. Pei Shen,**
General Manager of Strategy, Tencent Intelligent Mobility

16:30 Q&A with speakers

16:40 Coffee break & Networking

17:10 **Keynote: BigLoop - Intelligent Data Collection at
Scale**

Dr. Stefan Sicklinger,
Vice President, CARIAD SE

17:40 **Data-driven Analytics and Approaches for Enhancing
Product Reliability and Performance**

- Driving Innovation: Data-Driven Revolution in Automotive Systems
- Magna's Metrix Integration and the Evolution of Vehicle Performance Monitoring and Calibration

Dr. Christian Backfrieder,
Manager Automotive IoT, Magna Powertrain –
Engineering Center Steyr

18:05 Panel Discussion: How can we become Significantly Faster in Development?



Panelists:



- 1 **Chairman: Martin Schleicher**
- 2 **Roy Fridman, CEO, C2A Security**

- 3 **Dr. Holger Grandy, Head of Software Platform Automated Driving, BMW Group**
- 4 **Ole Harms, CEO, VAIVA**
- 5 **Michael Niklas-Höret, Strategic Manager Partner, Continental**
- 6 **Joachim Langenwalter, Advisor, TMT CoPilots Transformation**

18:35 Conclusions of day one by the chairman

18:45 End of the first conference day

19:15 Evening Reception sponsored by - at the "Giesinger Bräustüberl" (bus shuttle available)

Day 2: Thursday, April 25, 2024

08:30 Opening by chairman
Martin Schleicher, Continental AG

Enabling faster Integration and Software Updates

08:40 **Keynote: Shaping the way for Software-Defined Vehicles**



- Technological and organizational trends
- Software platform and software factory

Dr. Matthias Traub,
Head of Embedded Software and Systems, Vector Informatik GmbH

09:10 **The Continental Automotive Edge Framework**



- A customer centered product framework for collaborative development

Sonja Hummel,
Product Manager, Continental Automotive Technologies GmbH

09:35 **Electronics Digital Twins and their Role in the Era of SDV**



- Chances and risks of digital twins for Automotive E/E architectures
- Why is now the time for digital twins in the era of SDV?

Stefan Pruiskien,
Senior Director, Product Management, Synopsys GmbH

Business and Collaboration Models for the SDV

10:00 **Keynote: The Digital Warehouse: Enabler for Software Business in the Automotive Industry**



- The digital warehouse supports collaboration for software products across companies and enables cost-efficient products

Norbert Weller,
Chief Software Architect, Robert Bosch GmbH

10:30 Q&A with speakers

10:40 **Coffee break & Networking**

11:10 **Making Software Defined Vehicle & Smart Mobility a Scalable, Uniform and Future Proof Platform**



- Navigating Success and commercial growth: The Power of Precision in SDV and Smart Mobility Software Architecture

Fay Arjomandi,
Founder & CEO, mimik Technology

11:30 **From Autonomous Driving to Autonomous Companies**



- GenAI based business processes
- AI-oriented development

Gereon Hinz,
CEO, Ailantus

11:50 Q&A with speakers

12:00 **Joint lunch**

13:15 **World Cafés:**



1 **How can we earn Money with Software?**

Chairman: Andreas Herzig,
Deloitte GmbH

2 **How can we earn Money with Data?**

Chairman: Joachim Langenwalter,
TMT CoPilots Transformation

3 **Role of the OEMs/Tier 1 in Future?**

Chairman: Prof. Dieter Nazareth,
Landshut University of Applied Sciences

14:00 **Coffee break & Networking**

14:15 **Open-source, Collaboration, ASPICE, and Safety – how Software-Defined Vehicle Development Works**



- Discover a new approach to SDV development
- Learn how to navigate open-source, collaboration, ASPICE, and safety challenges

Huzaifa Saadat,
Senior Product Manager, Elektrobit

14:40 **How Collaboration can Enhance Software-Defined Vehicle Workflows**



- Demonstrate a workflow for new E/E architectures to enable frequent over-the-air updates
- When and how to automate tasks to streamline fulfilling safety & quality requirements

Dr. Hans Martin Ritt,
Head of Application Engineering Central EMEA, MathWorks Inc.

15:05 **Eclipse Software Defined Vehicle: from OSS Components to Distributions**



- The Eclipse SDV Working Group approach to non-differentiating SW development
- Addressing real-life use cases with Open Source SW

Dr. Sara Gallian,
SDV Program Manager, Eclipse Foundation

15:25 **Open Scenario Map**



- Planet scale scenario cards for validation of autonomous driving
- Scaling scenario sourcing beyond the development fleet

Harsimrat Singh Sandhawalia,
Chief Scientist / Co-founder, Yaak AI GmbH

15:45 **Summary of the world cafés by the chairmen**

Andreas Herzig, Joachim Langenwalter, Prof. Dieter Nazareth

16:00 **Closing words**

16:10 **End of the conference by the chairman Martin Schleicher**

Please register online
www.sv-veranstaltungen.de/software-strategies



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Prof. Dr. Dieter Nazareth
University of Applied
Sciences, Landshut



Dr. Ralf Petri
VDE

5th International Conference

AUTOMOTIVE SOFTWARE STRATEGIES



April 24- 25, 2024
Munich, SZ Tower, Hultschiner Str. 8, 81677 Munich

Delegate Fee + VAT

Early bird (until March 1, 2024): EUR 1,795
Regular fee: EUR 1,995
Virtual conference: EUR 795
Free participation in the evening event on April 24, 2024
Ordering of digital conference documentation for EUR 310 (available from April 26, 2024)

Accommodation

Hyperion Hotel München
Truderingerstr. 13, 81677 Munich
+49 89 909017 200
groups.sued@h-hotels.com

Single room: EUR 155 incl. breakfast and VAT

Please make your own room reservation directly in the hotel by using code word "SV Veranstaltung".
We have a room contingent with a preferential rate reserved **until March 22, 2024**. Reservations afterwards can only be made according to availability.

Services

The regular fee includes the following services:

- Participation in the Conference
- Conference documentation
- Lunch on both conference days
- Get-together on April 24, 2024
- Refreshments during breaks
- Opportunity to visit the accompanying trade exhibition

The fee for the virtual conference includes the following services:

- Live transmission of the presentations
- Integration through a chat function to the chairman/speakers
- Networking in the follow-up with the chairman, speakers and participants after prior approval of the speakers/participants



**Profit from the early bird until
March 1, 2024 and save EUR 200**

Your contacts



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