CONFERENCE

AUTOMOTIVE SOFTWARE STRATEGIES

MANAGING

#AUTONOMOUS_DRIVING
#CUSTOMER_FUNCTIONS
#SERVICES

3 AND 4 MARCH 2020
MUNICH  SZ_TOWER

EXTRACT FROM THE CONTENT

* Best Practices for the Complexity Control of Software Projects in the Automotive Sector
* Future of UI/UX in Autonomous Vehicles
* Intelligent Back End Solutions in the Vehicle: Make or Buy for Software Platforms?
* Best Practices of AI in Autonomous Driving
* Agile Software Development in Functional Safety: What Works and What Does Not?
* Successful Integration of Start Ups in Software Development

SPEAKERS E.G.

DR. NICO HARTMANN
ZF Friedrichshafen

ANDREAS HERZIG
Deloitte

DR. MAXIMILIAN NIEGLER
AUDI

DR. HELGE NEUNER
Volkswagen

CHAIRMAN

DR. RALF PETRI
VDE e.V.

NIKOLA ZAHARIEV
Visteon Electronics

SIMON FÜRST
BMW

KAVEH SHIRDLO
NIO

KEYNOTE

www.sv-veranstaltungen.de/software-strategies
08:30 Registration & networking with coffee & tea

09:25 Welcome and opening by chairman
Dr. Ralf Petri, VDE e.V.
Head of Mobility and Logistics

09:30 KEYNOTE Autonomous Driving: Safety as Challenge
Dr. Helge Neuner, Volkswagen AG
Head of Autonomous Driving

10:00 Software Development for Automated Driving: Current Challenges & Solution Approaches
Simon Fürst, BMW Group
General Manager for Software-based Features

10:30 Reduction of Complexity in Software Development for a Commercial Vehicle Manufacturer
Michael Höh, John Deere GmbH & Co. KG
Worksite Architect, Enterprise Electronic Group

11:00 Coffee break & networking

11:30 The Software Platform as an Important Component of the Software Strategy
Jürgen Müller, Volkswagen AG
Head of Software Development EESW

12:00 Legacy Free: Building an L2 System on an L4 Architecture
Dr. Björn Giesler,
Samsung Electronics Europe GmbH
Director Function Development

12:30 Joint lunch & networking

13:30 Machine Learning and Big Data Ecosystem in an Automotive Context
Fabian Bormann, IAV GmbH
Data Scientist & Data Engineer

14:00 Steering Learning Software in the Right Direction: What Influence Does the Use of AI Have on Software Quality?
Dr. Sebastian Hallensleben, VDE e.V.
Portfolio Manager Digitalization and Artificial Intelligence

14:30 Panorama – Take the Challenge and Master Timing Behaviour of Next Levels Heterogeneous Hardware and Software Systems
Jörg Tessmer, Robert Bosch GmbH
Cross Automotive Platforms – Systems, Software & Tools

15:00 Coffee break & networking

15:20 KEYNOTE User Interface vs. Artificial Intelligence
Kaveh Shirdel, NIO GmbH
Senior Director UI/UX

15:50 Safe Automotive Applications With AI
Dr. Stefan Vogt, Continental Automotive GmbH
Head of Hardware & Software Laboratory Artificial Intelligence

16:20 Autonomous Driving and Open Source: Does it fit?
Andreas Rieninger, Robert Bosch GmbH
Product Management Automated Driving

16:50 Short coffee break

17:00 A Shift of Paradigm: From Test-Driven to Data-Driven Development
André Roskopf, BMW AG
AI Expert

17:30 Systems–Engineering and Agile Software–Methods... Practical Experience: What Works and What Does Not?
Dr. Maximilian Miegler, Audi AG
Head of System Engineering Electronics/Software

18:00 Please choose 2 out of 4 WORLD CAFES for the following topics:
» AI meets Connected Car
  Dr. Stefan Vogt, Continental Automotive
» Agile Software Development
  Dr. Maximilian Miegler, Philipp Weitl, AUDI
» Simulation Based Release of AD Functions
  Tim Bagschik, dSPACE
» Customer Consent Management
  Dr. Ljuba Kerschhofer-Wallner, Deloitte

19:10 Presentation of world cafés results

19:30 End of first conference day

19:40 Evening get-together with drinks and food in the panorama lounge at the 27th level with view on Munich at night
08:25 Opening by chairman
Dr. Ralf Petri, VDE e.V.
Head of Mobility and Logistics

RISK MANAGEMENT, REGULATION AND FUNCTIONAL SAFETY

08:30 Risk Assessments in Software Development – How Can Misguided Developments Be Recognized Early and Avoided?
Andreas Herzig, Deloitte
Wirtschaftsprüfungsgesellschaft GmbH
Partner, Risk Advisory Automotive

09:00 Big Meets Small: How a Start-Up Helps to Make Autonomous Driving Safer
Prof. Dr. Andreas Braasch, IQZ GmbH
Institut für Sicherheits- und Zuverlässigkeitsmanagement, CEO
CO-AUTHOR
Dr. Julian-Steffen Müller, Volkswagen AG
Corporate Research, Automated Driving Architecture

09:30 Mobility of the Future – Challenges from a Safety Perspective
Dr. Nico Hartmann, ZF Friedrichshafen AG
Vice President Software Engineering & Digital Technologies

10:00 Coffee break & networking

10:30 Standards of the Future: How Digitalization will Change the Rules
Damian A. Czarny, VDE e.V.
DKE in DIN and VDE, Project Manager Digitalization

11:00 Standardized Software Innovations?
Dr. Hendrik Dettmering, Prozesswerk GmbH
General Manager
CO-AUTHORS
Dr. Benno Stützel, General Manager
Tim Burdach, Senior Consultant

11:30 Mastering Complexity of AD Software Through the Use of Adequate Basic Software
Dr. Detlef Zerfowski, ETAS GmbH
Vice President, Security & VRTE

12:00 Cybersecurity affects Functional Safety
Alexander Matheus, VDE e.V.
Senior Expert Smart Technologies and Industry
VDE Testing and Certification Institute

12:30 Joint lunch & networking

Snoopy, Cyber Security Expert

14:15 Developing and Sustainably Accompanying Strategic Software – Simulations & Testing on the Test Bench
Dr. Martin Benedikt,
Graz University of Technology
Head of Co-Simulation & Software, Virtual Vehicle

14:45 Software Trends in the Age of Zonal E/E Architectures
Nikola Zahariev, Senior Software Engineering Manager
Visteon Electronics

Q&A SESSION
Risks, Cyber Security & Functional Safety in Software Development for Connected Cars
» Andreas Herzig
» Dr. Benno Stützel
» Wolfgang Niedziella
» Snoopy
» Florian Bogenberger (exida.com GmbH)

16:00 Closing words & End of the conference

CONFERENECE VENUE
SZ_TOWER MUNICH

Photo: Virtual Vehicle
CONFERENCE
AUTOMOTIVE SOFTWARE STRATEGIES
3 and 4 March 2020
Munich, SZ_Tower
Hultschiner Str. 8
81677 Munich

DELEGATE FEE + VAT

Early bird: EUR 1,695 (until 10 January 2020)

Regular fee: EUR 1,795

YOUR OPTIONS

Free participation in the evening event at 3 March 2020

Ordering of digital conference documentation for EUR 310 + VAT (available from 5 March 2020)

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ACCOMMODATION
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Single room: EUR 125 incl. breakfast and VAT

Room contingent: Please make your own room reservation directly in the hotel by using code word “SV Veranstaltungen”. We have a room contingent with a preferential rate reserved until 12 December 2019. Reservations afterwards can only be made according to availability.

SERVICES
This fee includes the following services:

» Participation in the Conference
» Conference documentation
» Lunch on both days at the Conference
» Get-together with dinner on 3 March 2020
» Refreshments during breaks
» Opportunity to visit the accompanying trade exhibition

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