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 MIEGLER
AUDI

DR. HELGE NEUNER
Volkswagen

CHAIRMAN

DR. RALF PETRI
VDE e.V.

MARKUS PABST
Visteon Electronics

SIMON FÜRST
BMW

FELIX BUCHNER
NIO

KEYNOTE

WWW.SV-VERANSTALTUNGEN.DE/SOFTWARE-STRATEGIES
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker/Company</th>
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<tbody>
<tr>
<td>08:30</td>
<td>Registration &amp; networking with coffee &amp; tea</td>
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<tr>
<td>09:25</td>
<td>Welcome and opening by chairman</td>
<td>Dr. Ralf Petri, VDE e. V. Head of Mobility and Logistics</td>
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<tr>
<td>09:30</td>
<td><strong>KEYNOTE</strong> Autonomous Driving: Safety as Challenge</td>
<td>Dr. Helge Neuner, Volkswagen AG</td>
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<td>Head of Autonomous Driving</td>
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<tr>
<td>10:00</td>
<td>Software Development for Automated Driving: Current Challenges &amp; Solution Approaches</td>
<td>Simon Fürst, BMW Group</td>
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<td>General Manager for Software-based Features</td>
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<td>10:30</td>
<td>Reduction of Complexity in Software Development for a Commercial Vehicle Manufacturer</td>
<td>Michael Höh, John Deere GmbH &amp; Co. KG</td>
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<td>Worksite Architect, Enterprise Electronic Group</td>
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<td>11:00</td>
<td>Coffee break &amp; networking</td>
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<td>11:30</td>
<td>The Software Platform as an Important Component of the Software Strategy</td>
<td>Jürgen Müller, Volkswagen AG</td>
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<td>Head of Software Development EESW</td>
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<td>12:00</td>
<td>Legacy Free: Building an L2 System on an L4 Architecture</td>
<td>Dr. Björn Giesler, Samsung Electronics Europe GmbH</td>
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<td>Director Function Development</td>
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<td>12:30</td>
<td>Joint lunch &amp; networking</td>
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<td>13:30</td>
<td>Machine Learning and Big Data Ecosystem in an Automotive Context</td>
<td>Fabian Bormann, IAV GmbH</td>
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<td>Data Scientist &amp; Data Engineer</td>
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<td>14:00</td>
<td>Steering Learning Software in the Right Direction: What Influence Does the Use of AI Have on Software Quality?</td>
<td>Dr. Sebastian Hallensleben, VDE e. V.</td>
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<td>Portfolio Manager Digitalization and Artificial Intelligence</td>
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<td>14:30</td>
<td>Panorama – Take the Challenge and Master Timing Behaviour of Next Levels Heterogeneous Hardware and Software Systems</td>
<td>Jörg Tessmer, Robert Bosch GmbH</td>
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<td>Cross Automotive Platforms – Systems, Software &amp; Tools</td>
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<td>15:00</td>
<td>Coffee break &amp; networking</td>
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<td>15:20</td>
<td><strong>KEYNOTE</strong> User Interface vs. Artificial Intelligence</td>
<td>Felix Buchner, NIO Europe</td>
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<td>Deputy Company Soktesperson</td>
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<td>15:50</td>
<td>Safe Automotive Applications With AI</td>
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<td>16:20</td>
<td>Autonomous Driving and Open Source: Does it fit?</td>
<td>Andreas Rixinger, Robert Bosch GmbH</td>
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<td>Product Management Automated Driving</td>
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<td>16:50</td>
<td>Short coffee break</td>
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<td>17:00</td>
<td>A Shift of Paradigm: From Test-Driven to Data-Driven Development</td>
<td>André Roskopf, BMW AG</td>
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<td>AI Expert</td>
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<td>17:30</td>
<td>Systems-Engineering and Agile Software-Methods... Practical Experience: What Works and What Does Not?</td>
<td>Dr. Maximilian Miegler, Audi AG</td>
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<td>Head of System Engineering Electronics/Software</td>
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<td>17:38</td>
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<td>Philipp Weitl, Audi AG</td>
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<td>Systems Engineering Electronics/Electric</td>
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<td>18:00</td>
<td>Please choose 2 out of 4 <strong>WORLD CAFÉS</strong> for the following topics:</td>
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<td>19:10</td>
<td>Presentation of world cafés results</td>
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<td>19:30</td>
<td>End of first conference day</td>
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<td>Evening get-together with drinks and food in the panorama lounge at the 27th level with view on Munich at night</td>
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</table>
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
Markus Pabst,
Visteon Electronics Germany GmbH
EE Software Architect

15:15 Q&A SESSION
Risks, Cyber Security & Functional Safety in Software Development for Connected Cars
» Andreas Herzig
» Dr. Benno Stützel
» Alexander Matheus
» Snoopy
» Florian Bogenberger (exida.com GmbH)

16:00 Closing words & End of the conference
Conferences 
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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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

YOUR CONTACTS @ SV VERANSTALTUNGEN

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