

2ND INTERN. CONFERENCE

AUTOMOTIVE SOFTWARE STRATEGIES

TECHNICAL COMPLIANCE
CYBERSECURITY
OPEN SOURCE SOFTWARE
ARTIFICIAL INTELLIGENCE

MAY 3-4, 2021
MUNICH SZ-TOWER

YOU CAN
PARTICIPATE
LIVE ON SITE
OR REMOTE!

MAIN TOPICS:

- * Transformation to a Software Driven Company
- * Software and AI
- * Technical Compliance – How to achieve it efficiently?
- * ISO/SAE 21434 and the UNECE regulation on Automotive Cybersecurity
- * Challenges for Hardware and Software
- * Open Source in Safety-Critical Automotive Systems
- * Software Logistics
- * Automotive Cloud

SPEAKERS E.G.

KEYNOTE



**DR. MARTIN
HOFMANN**
Volkswagen
Car.SW Org

KEYNOTE



**PROF.
TILMAN
TILMANN**
VDA QMC China



**HEIKO
HUETTEL**
Microsoft



**DR. THOMAS
ZÖLLER**
NVIDIA



**MATTHIAS
MAIHÖFER**
Schaeffler



**MARTIN
SCHLEICHER**
Elektrobit



**DR. JÜRGEN
SCHÜLLER**
AUDI



**DR.
MAXIMILIAN
MIEGLER**
VOLKSWAGEN
Car.SW Org

CHAIRMAN



DR. RALF PETRAI
VDE

A CONFERENCE ORGANIZED BY:



SPONSORS

Deloitte.

automotive
engineering **iauv**

WWW.SV-VERANSTALTUNGEN.DE

09.30 Registration & networking with coffee & tea

09.55 Welcome and opening by chairman



Dr. Ralf Petri
Head of Mobility and Logistics,
VDE e.V.



Anne von Türkheim-Horch
Project Manager Automotive & Industrial Technology,
Süddeutscher Verlag Veranstaltungen GmbH

10.00 **KEYNOTE** Car Software Organisation: A Software-enabled Car Company



- Mission & challenges
- Recruit a winning team
- Transform the organization

Dr. Martin Hofmann
Chief Human Resources Officer, Volkswagen Car.SW Org

TECHNICAL COMPLIANCE AS A CHALLENGE

10.30 Brave new Software World – A View from the Perspective of Liability and Warranty



- Product liability and warranty concerning software topics
- The importance of improving field parts inspection processes with respect to software

Prof. Dr. Andreas Braasch
Managing Director/Professor, IQZ Wuppertal/
Hochschule Ruhr West

11.00 Coffee break & networking

11.30 Fulfillment of Technical Compliance – How to make it Efficient?



- What are the challenges for implementing compliance for an technical service provider?
- Approach to efficient solution for technical compliance
- Using predefined modular approved process sets

Markus Blonn
Senior Vice President Network Software, IAV GmbH

12.00 Safeguarding Strategies for Software taking into Account new Technologies and Challenges



- Consideration on safety-related standards (ISO 26262, AI)
- What are the challenges in safeguarding the legitimate expectations regarding the security and reliability of software
- Can proven validation approaches be transferred to new challenges and technologies

Matthias Maihöfer
Head of Functional Safety, Schaeffler Technologies AG & Co. KG

12.30 Questions and answers with speakers

12.40 Joint lunch & networking

NEW REGULATORY AND NORMATIVE REQUIREMENTS ON CYBERSECURITY

14.00 **KEYNOTE** New Requirements for the Automotive Industry to face Digitalization (Activities of VDA QMC China)



- Cybersecurity Management Systems (obligation for type approval) and Over-the-Air-Update (part of VDA product standard)
- Software development and integration of agile teams in product development based on V-model

- Software release (part of PPA in VDA2) and A-Spice vs. VDA6.3

Prof. Tilman Tillmann
General Manager, VDA QMC China

14.30 Security Requirements in the Automotive Industry through Regulations and Standards



- Change of the current mobility set-up and the challenges for companies, regulators and society
- What is needed to ensure the security of future mobility in the context of the new UNECE regulations and ISO standards

Christian Pahlke
Head of Software & Systems Quality, TÜV SÜD Auto Service GmbH

15.00 Modify your Software Strategy before Attackers modify your Vehicles – How to reach full Potential out of Risk Analyses



- Cybersecurity standards and legal regulations will significantly impact the Automotive Software Strategy
- ISO/SAE 21434 and the UNECE regulation on cybersecurity require "exhaustive risk assessments" to get type approvals in the future
- Just an adequate methodology leads to significant value out of your risk assessments

Dr. Sebastian Labitzke
Head of Competence Center Security, ITK Engineering GmbH

15.30 Questions and answers with speakers

16.00 Coffee break & networking

NEW PERSPECTIVES FOR THE AUTOMOTIVE INDUSTRY ?!

16.30 Disrupting Software Development in the Automotive Industry



- How to do modern software development in 2021
- Understanding asynchronous and remote work
- Unlocking fast prototyping: How to setup your team

Joan Martin
Senior Partner & Engineering Team Lead, Mobile Jazz and



Jose Luis Franconetti Olmedo
Senior Partner & Chief Software Architect, Mobile Jazz

17.00 From Ventilation to a Tier Automotive Supplier



- Challenges for hardware and software

Dr. Sascha Klett
Managing Director Technical, ZIEHL-ABEGG AUTOMOTIVE GmbH & Co. KG

17.30 Panel discussion:

- How do OEMs and Tier1 manage the Transformation to a Software Company?

Chairman: Dr. Ralf Petri, VDE

Participants:

Prof. Dr. Andreas Braasch, IQZ Wuppertal/Hochschule, Ruhr West
Andreas Herzig, Deloitte Wirtschaftsprüfungsgesellschaft
Dr. Martin Hofmann, Volkswagen car.SW Org
Stefan Klumpp, MobileJazz,
Martin Schleicher, Elektrotbit,
Dr. Maximilian Miegler, PMT Management,
Volkswagen Car.SW Org

18.30 End of first conference day

Foll. by evening Get-together in the Panorama Lounge at the 26th level with view on Munich at night

DEVELOPMENT AND USE OF OPEN SOURCE SOFTWARE

08.55 Opening by chairman



Dr. Ralf Petri
Head of Mobility and Logistics, VDE e. V.

09.00 Keeping Silicon Valley at Bay using Open Source Software



- Open source commoditizes components in the software stack
- Replacing expensive closed source components with open source increases the profit margin of everyone but the vendor behind the component getting replaced
- This talk tells you how to do so

Prof. Dr. Dirk Riehle
Department of Computer Science, Head of Open Source Research Group, Universität Erlangen-Nürnberg

09.30 Open Source in Safety-Critical Automotive Systems: mission (im)possible?



- Evolution of EE architectures and the growing importance of open source
- Approaches in open source and functional safety development
- Example: Software platform for automated driving

Martin Schleicher
Executive Vice President, Elektrobit Automotive GmbH

SOFTWARE LOGISTICS

10.00 How the Formation of the VW Car SW.Org transforms Software Supply Chain



- Separation of software and hardware by architectural design
- Changing value creation
- Delivery and licencing
- Software Updates

Dr. Maximilian Miegler
PMT Management, Volkswagen Car.SW Org

10.30 Questions and answers with speakers

10.40 Coffee break & networking

11.10 Configuration Management – a Task not only on Software Level



- configuration on different product levels
- differentiation between product and project configuration
- configuration management process

Dr. Jürgen Schuller
Department Head Systems Engineering Chassis Div. AUDI AG

SOFTWARE & AI

11.40 Trusted Artificial Intelligent (AI) in Vehicles



- Can AI's be reliable car-drivers?
- Are decisions of AI's traceable?
- Which regulations apply for AI's in vehicles?

Andreas Herzig
Partner – Automotive Lead, Deloitte Wirtschaftsprüfungsgesellschaft GmbH

12.10 Architecting the Software-Defined Car



- Software defined architecture
- Implementing the AI architecture

Dr. Thomas Zöller
Engineering Manager Automotive Software, NVIDIA GmbH

IT'S ALL ABOUT CLOUD?

12.40 Enabling the Software Defined Vehicle



- The role of the Software Developer and the needed transformation in organizations
- Software-defined vehicle is more than InCar and the OS
- Cloud Technologies and broader Partnerships are the enabler

Heiko Huettel
Head of Automotive EMEA, Microsoft

13.10 Questions and answers with speakers

13.20 Closing words

13.30 Joint lunch & networking

14.30 End of the conference

MEMBERS OF THE ADVISORY BOARD



DR. RALF PETRI
VDE



PROF. DR. ANDREAS BAARSCH
IQZ Wuppertal/
Hochschule
Ruhr West



DR. MAXIMILIAN MIEGLER
Volkswagen
Car.SW Org



SIMON FÜRST
BMW



DR. OLIVER LINTHE
Volkswagen China



JÜRGEN MÜLLER
Volkswagen



ANDREAS HERZIG
Deloitte



MARKUS BLONN
IAV

CONFERENCE VENUE

SZ_TOWER MUNICH





PLEASE REGISTER ONLINE
**WWW.SV-VERANSTALTUNGEN.DE/
SOFTWARE-STRATEGIES**

CONFERENCE **AUTOMOTIVE SOFTWARE STRATEGIES**

May 3–4, 2021
Munich, SZ_Tower
Hultschiner Str. 8
81677 Munich

DELEGATE FEE + VAT



Early bird: EUR 1.795 (until February 25, 2021)



Regular fee: EUR 1.895



Virtual conference: EUR 495

YOUR OPTIONS



**Free participation in the
evening event at May 3, 2021**



**Ordering of digital conference documentation for
EUR 310 + VAT (available from May 5, 2021)**

PRESENT YOUR COMPANY AND PRODUCTS



SPONSORING AND EXHIBITION

Nicolai von Gratkowski
Phone: +49 8191 125-123
nicolai.vongratkowski@
sv-veranstaltungen.de

YOUR CONTACTS @ SV VERANSTALTUNGEN



PROJECT MANAGEMENT

Anne von Türckheim-Horch
anne-beatrice.horch@
sv-veranstaltungen.de



ORGANISATION AND REGISTRATION

Nadine Strand
Phone: +49 8191 125-872
nadine.strand@
sv-veranstaltungen.de



ACCOMMODATION

AZIMUT Hotel Munich

Kronstadter Str. 6–8
81677 Munich
Phone: +49 89 943 844 2604
E-Mail: reservierung.muenchen@azimuthotels.com
www.azimuthotels.de

Single room: EUR 69 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 April 4, 2021**. 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 days at the Conference
- » Get-together on 3th of May 2021
- » Refreshments during breaks
- » Opportunity to visit the accompanying trade exhibition

The fee for the virtual conference includes the following services:

- » Live transmission of the lectures 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



**Take advantage of our early bird discount
until February 25, 2021 and save EUR 100!**

A CONFERENCE ORGANIZED BY:

SV **Veranstaltungen**