

CONFERENCE

# AUTOMOTIVE SOFTWARE STRATEGIES

MANAGING

#AUTONOMOUS\_DRIVING

#CUSTOMER\_FUNCTIONS

#SERVICES

3 AND 4 MARCH 2020

MUNICH SZ\_TOWER

SPECIAL TOPICS  
AD + AI



Photo: AUDI AG

## 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
- \* Expert Panel on Risk Management, Functional Security and Cyber Security in Software Development

## SPEAKERS E.G.



**UWE CLASS**  
ZF Friedrichshafen



**ANDREAS HERZIG**  
Deloitte



**DR. MAXIMILIAN MIEGLER**  
AUDI



**DR. HELGE NEUNER**  
Volkswagen

KEYNOTE



**DR. RALF PETRI**  
VDE e.V.

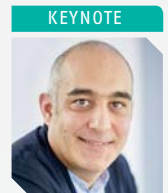
CHAIRMAN



**DR. MARTIN PFEIFLE**  
Visteon



**DR. PETER SCHIELE**  
BMW



**KAVEH SHIRADEL**  
NIO

KEYNOTE

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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

## AUTOMOTIVE SOFTWARE & INTEGRATION

10:00 Software Development for Autonomous Driving: Current Challenges & Solution Approaches



**Dr. Peter Schiele, BMW AG**  
Head of Software Development  
Autonomous Driving

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 Mastering Complexity of AD Software Through the Use of Adequate Basic Software



**Dr. Detlef Zerfowski, ETAS GmbH**  
Vice President, Security & VRTE

12:30 Joint lunch & networking

13:30 Machine Learning and Big Data Ecosystem in an Automotive Context



**Björn Steffen, IAV GmbH**  
Senior Vice President Connectivity & Analytics

## SOFTWARE DEVELOPMENT MEETS AI

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 Voget, Continental Automotive GmbH**  
Head of Hardware & Software Laboratory Artificial Intelligence

16:20 Autonomous Driving and Open Source: Does it fit?



**Andreas Riexinger, 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

Philipp Weitzl, AUDI AG  
Systems Engineering Electronics/Electric



18:00 Please choose 2 out of 4 **WORLD CAFÉS** for the following topics:

- » AI meets Connected Car  
Dr. Stefan Voget, Continental Automotive
- » Agile Software Development  
Dr. Maximilian Miegler, Philipp Weitzl, AUDI
- » Simulation Based Release of AD Functions  
Jann-Eve Stavesand, dSPACE
- » Customer Consensus Management  
Dr. Ljuba Kerschhofer-Wallner, Deloitte

19:10 Presentation of world cafés results

19:30 End of first conference day

foll. Evening get-together with drinks and food

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 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

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 Cyber Security Effects Functional Safety



Wolfgang Niedziella, VDE e.V.  
Managing Director within VDE Group

12:00 Joint lunch & networking

13:15 Designed by Computers. Built by Robots. Crashed by Hackers.



Snoopy, Cyber Security Expert

14:00 Mobility of the Future - Challenges from a Safety Perspective



Uwe Class, ZF Friedrichshafen AG  
Director Safe Mobility Systems

14:30 A Holistic Map Approach for Safe Automated Driving



Dr. Martin Pfeifle, Visteon Corporation  
Director, Head of ADAS Perception

15:00 Q&A SESSION

Risks, Cyber Security & Functional Safety in Software Development for Connected Cars

- » Andreas Herzig
- » Dr. Benno Stützel
- » Wolfgang Niedziella
- » Snoopy
- » Uwe Class
- » Florian Bogenberger (exida.com GmbH)

16:00 Closing words & End of the conference



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**3 and 4 March 2020**  
**Munich, SZ\_Tower**  
 Hultschiner Str. 8  
 81677 Munich

**DELEGATE FEE + VAT**



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**Nicolai von Gratkowski**

Phone: +49 8191 125-123

nicolai.vongratkowski@sv-veranstaltungen.de

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**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**



PROJECT MANAGEMENT

**Ingo Martin**

ingo.martin@

sv-veranstaltungen.de



ORGANISATION AND REGISTRATION

**Tina Drexler**

Phone: +49 8191 125-130

tina.drexler@

sv-veranstaltungen.de

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