

updated
programme

Agile in Automotive

10th and 11th November 2015
Le Meridien, Stuttgart, Germany



CONFERENCE – TUTORIALS – WORKSHOPS

Discuss tomorrow's ideas of agility in the automotive sector

SPEAKERS FROM THE FOLLOWING COMPANIES



Agile R&D in Automotive – first conference of its kind

From practitioners for practitioners –
success and failures presented by OEMs and Tiers

Agile tailored for OEM acceptance



EVENT ORGANIZER

EUROFORUM
an informa business

CONTENT PARTNER

KUGLER MAAG CIE
besser mit uns



Gabriela Buchfink



Dimitri Bermas



Roberto Carmeli



Jörg Fischer



Hans-Georg Frischkorn



Horst Hientz

10th November 2015

Moderation: Prof. Hans Christian Reuss

Chair for Vehicle Mechatronics at the University of Stuttgart

9:00 **Reception with Welcome Coffee**

9:15 **Parallel**

WORKSHOPS & TUTORIALS



SAFe® Release Planning – Tutorial

It's about aligning, thus committing ALL development teams towards common project objectives – in a most efficient and effective way. By simulating a real life planning challenge attendees learn how to organize such a release planning for tasks in a development project.

Scaled Agile Inc., et.al.

Agile, Automotive SPICE®, and ISO 26262 Compliance – Tutorial

Agility and compliance does not work together? Yes, it does! This has been confirmed with industry stakeholders, such as VDA, HIS and intacs™. Agile in Automotive is a highly disciplined, team-based approach compliant to automotive standards such as Automotive SPICE® and ISO 26262.

Kugler Maag Cie, et.al.

Continuous Integration – Workshop

Continuous Integration can dramatically improve your Software development quality, performance, and time. Let's climb together the implementation levels towards Continuous Delivery. Share and discuss experiences, benefits and challenges, tools and infrastructure requirements.

BMW, et.al.

13:00 **Networking-Lunch**

CONFERENCE



14:00 **Welcome**

Prof. Hans Christian Reuss, **Moderator**, Bonifaz Maag, **Kugler Maag Cie**

14:15 **KEYNOTE: Agility – a key challenge for the whole automotive industry**

In a world where vehicles are always online fundamental change is necessary. Is there enough sense of urgency for a very fundamental change?

Hans-Georg Frischkorn, **Strategy Consultant and former E/E Director at BMW and GM**

15:00 **The co-existence of the V-Model with Agile Practices**

Merging the best of two worlds: towards continuous delivery of high quality products with Scrum-based development, team empowerment, and continuous integration.

Andrea Ketzer, **Continental**

15:30 **Coffee Break, Networking & Speakers' Corner**



Michael Höh



James Janisse



Dr. Michael Jantzer



Andrea Ketzer



Ganesh Kumar

16:00 **Agile Challenges: Approaches that worked and that didn't**
 Critical challenges along the lines of Scaling Agile, Team Organization, Discipline Alignment, Roles & Responsibilities, Testing, Technology & 3rd Party Augmentation.
 Ganesh Kumar, **Visteon**

16:30 **Driving Scaled Agile: the Good, the Bad and the Ugly**
 In response to increasing engineering costs and decreasing throughput and quality, our CEO recently challenged us to reinvent ourselves becoming "World Class".
 Agility is an approach we chose.
 James Janisse, **TomTom**

17:00 **From Waterfall to Agile and what we added**
 Let's share our motivation and experience going from a Waterfall towards an Agile development. Lessons learned. Adjustments made. Where we are today and what are we going to do next.
 Michael Höh, **John Deere**

17:30 **Closing – Day 1**
 Prof. Hans Christian Reuss, **Moderator**

17:45 **End – Day 1, Networking & Speakers' Corner**

19:00 **Networking Event**



Networking Event

Meet and mingle with the other participants. Make new friends.

Exchange your personal agile in automotive experience.

11th November 2015

08:30 **Reception and Welcome Coffee**

09:00 **Welcome and Summary Day 1**

Prof. Hans Christian Reuss, **Moderator**, Horst Hientz, **Kugler Maag Cie**

09:15 **KEYNOTE: A Corporate Journey to Agility**

Guided by a New Mission Statement our Agile Transition challenge deals with typical barriers and goes beyond Software overcoming myths about Automotive SPICE® and Agile.

Dr. Michael Jantzer, **BOSCH**, **Head of Central Development Coordination and Methods**

10:00 **Experiences of Scaling Agile in Software Development Projects**

Experience report on an ECU development project with more than 200 employees, with Scrum teams to a large extent at different locations, in different time zones and different cultures.

Jörg Fischer, **BOSCH**, Frank Sazama, **Kugler Maag Cie**

10:30 **Coffee Break, Networking & Speakers' Corner**



Christian Mies



Stefan Rathgeber



Prof. Hans Christian Reuss



Rojas Rocío



Frank Sazama

- 11:00 **Agile Transformation of an Automotive Supplier**
Without considerable changes in our development processes we will stumble and watch the backlights of the autonomous car driving away. Let's face challenges and learn from successful practices to keep on track.
Christian Mies, **Elektrobit**
- 11:30 **Agile Platform & Application Development**
The use of Scrum & Kanban in Automotive environment has been mastered.
The biggest challenge in the Agile transition is to establish an Agile Mindset in the Line Management, i.e., Management 3.0.
Stefan Rathgeber, **Continental**
- 12:00 **Managing Complex Projects with Agile**
How to maximize the value received from your teams using Scrum and Kanban?
Let's share Best Practices applied in Magneti Marelli, like Scrum and Kanban.
Roberto Carmeli & Rojas Rocío, **Magneti Marelli**
- 12:30 **Networking-Lunch & Speakers' Corner**
- 14:00 **Agile Framework in Mechanical Development**
Does agile work in mechanical development? Yes, it does. Let's share reasons for going agile, adjustments and consequences, as well as resistance and how they were overcome.
Gabriela Buchfink, **Trumpf**
- 14:30 **Agile in Automotive – State-of-Practice**
By 2030 services are creating the customer value, rather than the car. This alters the traditional business towards service-orientation. Mastering this challenge starts with agility.
Horst Hientz, **Kugler Maag Cie**
- 15:00 **Agile – Yes, but make it right!**
What are the limits of agile engineering? Is it allowed that software "matures"?
Theory and practice – what do agile concepts promise and what customer projects perceive.
Insights into Agile concepts from assessments of automotive project for series –
and challenges for independent quality assurance.
Dimitri Bermas, **Volkswagen**
- 15:30 **Coffee Break, Networking & Speakers' Corner**
- 16:00 **Pannel Discussion: Agile in Automotive – Hype or mandatory**
Prof. Hans Christian Reuss, **Moderator**, Bonifaz Maag, **Kugler Maag Cie**
- 16:45 **Closing & Outlook 2016**
Prof. Hans Christian Reuss, **Moderator**, Horst Hientz, **Kugler Maag Cie**
- 17:00 **End – Day 2 and Conference**

Agile in Automotive

Agility becomes a success story in the automotive industry: Until recently agile development processes, methods and practices were often rejected for electronics development in a regulated industry such as automotive. Automotive electronics development is characterized by quality standards and norms, such as Automotive SPICE® or ISO 26262. These are repeatedly perceived as in contradiction to agile development.

Today, agility of electronics development and their R&D organizations is perceived as a future enabler for the automotive industry – Tiers and their OEMs accept agility as a challenge and gain experience with it.

Agile organizations manage short innovation cycles and increasing complexity of systems



There is a great need for guidance and orientation in the automotive industry for a specification of the topic Agile – beyond Scrum and Kanban – so that short innovation cycles and the increasing complexity of systems can be better managed while at the same time applicable high quality standards and regulations are met.

For the first time in automotive these themes are addressed in a specific conference like this.

Questions?

GET IN TOUCH WITH US!

+49 (0)2 11.96 86 – 37 58



Volker Altenbeck
Customer Service and Registration
Phone: +49 (0)2 11.96 86 – 37 58
registration@euroforum.com



Dr. Frank Weyers-Goebel
Project Leader
frank.weyers-goebel@euroforum.com



Tim Sommer
Sponsoring & Exhibition
Phone: +49 (0)2 11.96 86 – 37 58
tim.sommer@euroforum.com

CONTENT PARTNER



Integrated process improvement. With us, you'll find it a lot easier.

It's not enough to have your process definitions look good on paper. In fact, process improvements will only create value for your corporation when the employees follow through with putting the strategic intent into action. This is the reason behind Kugler Maag Cie's success, an integrated approach combining effective process definition and practical organizational change. Operational excellence is our focus. Kugler Maag Cie supports you comprehensively in the improvement of your business – from analysis and improvement definition to operational implementation. Our goal, whether your business is product development or services, is to foster your creation of a continually improving organization.

We integrate such ticket-to-trade standards as

- Automotive SPICE® (ISO/IEC 15504) and
- Automotive Functional Safety (ISO 26262)

into an agile development environment.

Close cooperation with our customers at all stages of a development process enables their success – and ours. Kugler Maag Cie consultants deliver this success to a global customer base. All at Kugler Maag Cie are driven by a passion for improvement.

Kugler Maag Cie

Leibnizstr. 11
70806 Kornwestheim
Fon +49 7154 1796 100
www.kuglermaag.com
Email

EXHIBITOR



PEDCO – Applied SAFE®. We offer a tailorable and compliant-ready SAFE-Implementation as a fully-fledged process model since agile methods like scrum or XP do not scale in large and regulated environments. With Applied SAFE® we have a solution to scale agility on enterprise level and to combine efficiency, agility and compliance.

PEDCO AG
Zelgstrasse 5
CH-8003 Zürich
www.pedco.eu



INFOPOST
Ein Service der Deutschen Post

ALLEMAGNE Port payé



Ihr persönlicher
Anmeldecode

Agile in Automotive

10th and 11th November 2015, Le Meridien, Stuttgart, Germany



Join the Agile Automotive Community

www.euroforum.de/registration/P1106941

Email: registration@euroforum.com

Phone: +49(0)2 11.96 86 – 37 58



10th and 11th November 2015

Price: € 1499 (excl. VAT per person)

INFO-LINE

+49(0)2 11.9686 – 37 58

For further information please contact:

CUSTOMER SERVICE AND REGISTRATION



Volker Altenbeck
Customer Service and Registration
Phone: +49(0)2 11.96 86 – 37 58
registration@euroforum.com

NEED TO UPDATE YOUR CONTACT DETAILS?

Please call us or send an e-mail:
Phone: +49 (0)2 11.96 86 – 33 33
Email: info@euroforum.com

[P1106941M012]

YOUR BENEFITS

- A substitute may attend in your place at no additional cost.
- The fee covers full conference documentation.

You can find our terms and conditions online at: www.euroforum.de/agben

YOUR VENUE

Le Meridien, Stuttgart,
Willy-Brandt-Straße 30, 70173 Stuttgart
Phone: +49 (0)7 11.22 21 – 2029



In the conference hotel, there is a limited allocation of rooms available at a reduced price. Please arrange the room reservation directly with the hotel quoting the reference "EUROFORUM event".

At the second evening of the conference, the Le Meridien invites you to a farewell drink.

DATA PROTECTION. EUROFORUM Deutschland SE uses the data collected in connection with your order and use of our services and products within the applicable legal limits for the purpose of performing our services, and to provide you with information by post and e-mail about further offers by us, companies of our Group or co-operation partners, which are similar to the services of which you availed yourself previously. If, during the use of the data, it is transmitted to countries lacking an adequate level of data protection, we will create sufficient guarantees to protect the data. Furthermore, we will use your data if you have given us your consent to do so. You may object to the use of your data for advertising purposes or to being contacted by email or fax at any time by contacting EUROFORUM Deutschland SE, Postfach 11 12 34, 40512 Düsseldorf, Germany. Our customer services (Phone: +49 (0)2 11.96 86 – 33 33) shall be pleased to accept requests for changes.

www.euroforum.de/agile-automotive



[www.twitter.com/CTI_symposiumting_live](https://twitter.com/CTI_symposiumting_live)



www.facebook.com/euroforum.de



www.euroforum.de/news