# AGILE AUTOMOTIVE

AGILITY END-TO-END

# AGILE AUTOMOTIVE
## CONFERENCE, OCTOBER 8TH, 2020 //ONLINE EDITION



#agileautomotive2020

KUGLER MAAG CIE

# //END-TO-END AGILITY

The 6th Agile Automotive Conference takes place on **October 8th, 2020**. This year, the conference is designed as a pure //Online Edition. The thematic focus this year is end-to-end agility, which covers all levels – from the team's needs to the corporate perspective. Be part of the Agile Automotive Community and register for the 6th Agile Automotive Conference//Online Edition today.

☞ **// EARLY BIRD UNTIL AUGUST 31ST**

»The Agile Automotive Conference is the automotive's industry leading gathering where carmakers and their tiers meet, share insights from real life projects and learn from their peers.«

Christophe Debou //Conference Chair

## // THAT´S THE AGILE AUOTOMOTIVE CONFERENCE

The **Agile Automotive Conference** is a joined format of [CTI.CAR.TRAINING INSTITUTE](#), an Euroforum subsidary, and **Kugler Maag Cie.** With +700 partici-pants since 2015 the Agile Automotive Conference has been established itself as a leading meeting place for agile practitioners in the automotive industry. A combination of practical insights from real-life projects, knowledge transfer, hands-on workshops and bright outlooks make the Agile Automotive Confe-rence one-of-its-kind.

Delegates from both carmakers and suppliers meet at the conference. A visi-tor breakdown by countries shows that **delegates arrive from Automotive hotspots globally, including European, NAFTA and APAC** economic areas.

2020 is different and so is conference edition #6. Therefore, we invite you to join this year's //Online Edition. With this format we transfer the benefits of the well-establshed Agile Automotive Conference to the world wide web.

**Be a part of the vital Agile Automotive Community. Join the //Online Edition. //Now.**

# CONFERENCE TOPICS

**End-to-end Agility**
//Building an organizational culture that enables agility

**Agile collaboration**
//Practices and workflows in teams and cross-company collaborations

**Agile@scale**
//Agility from team to organization level

**Agile beyond software**
//HW, ME, services, purchasing, HR, DevOps

**intacts Agile Add-on for Automotive SPICE**
//intacs working group insights

# CONFERENCE HIGHLIGHTS

**700**
participants
since 2015.

**21**
nations parti-
cipants come
from.

**58**
percent of par-
ticipants work
in E/E R&D.

//Speakers from global manufacturers and suppliers

//Agile game

//Panel discussions

//Agility across company borders

//Scaling agility

//Agile Add-on for Automotive SPICE – intacs working group insights

# 🎤 PROGRAM AND SPEAKERS

**HENDRIK ESSER**
Manager Special Projects
//Ericsson

OPENING KEYNOTE
## A Practical Experience implementing Business Agility at Ericsson

Seeing the increasing complexity and dynamics in our business and organizational environment, a large, 2000 people product development organization within Ericsson started the journey towards Agile in 2008. We early understood, that this journey can only be successful, if it is not only done by our SW development, but also involves changes in the way we run strategy, financial planning and HR.

**STEFFEN KUHN**
Head of Consulting
//Elektrobit Automotive GmbH

PRESENTATION
## Combined Application of Agile Practices and Functional Safety in Automotive Software Development

This presentation describes how agile practices can be combined with the functional safety standard ISO 26262 when developing safety-related automotive embedded software. As such, the discussed ISO 26262 requirements are primarily focused on part 2 'Safety management' and considerations on part 6 'Product development at the software level', part 8 on 'Supporting processes' and part 9 on 'ASIL-oriented and safety-oriented analyses'. Scrum, its workflow and roles, will be detailed as an agile method in combining agile with safety due care. The recommendations given in this presentation are outcomes of a ZVEI working group.

## Dusting off Automotive Quality Tools with Agility

This session will present instances where agile thinking and practices breath fresh life into traditional problem-solving and continuous improvement tools, providing more speed, innovation and value to electrical-mechanical R&D and service. Conversely, it will demonstrate how the rigor and structure of systematic analysis and Lean Six Sigma tools have helped agile software teams to fix some of their problems more efficiently and effectively.

**THOMAS POGODDA**
 Vice President Global Quality
//Eberspächer Group

## Scaled Framework for Product Platform Development and Industrialization

The presentation is about a 'Framework for scaled Simultaneous Engineering for Product Platform & Project Management'. This framework has been developed over the past years while we are developing and industrializing the 2nd generation Brake by Wire System platform starting from scratch with a team of 16 R&D members end of 2015 and now managing a team of 400+ people out of R&D, purchasing, Industrial Engineering, controlling, Quality, Plants.

**STEFAN STRASSBURGER**
Head of SE Project Management Platform Development
//Continental AG

**NILS KONKEN**
Project Manager Braking Technologies R&D
//Continental AG

## Scaled Agile Supply Chain

Business with Advanced Driver Assistance Systems comprises high product variance with hard price competition. The Scaled Agile Supply Chain enables customer-oriented systems with a high re-use rate of platform solutions. It combines the development of base SW components by Agile Release Trains (ARTs), platform system solutions by Agile Solution Trains (SLTs) and a Customer Interface (CIT) with specific customer solutions. Since one ART delivers SW components to several SLTs, the presented approach does not incorporate ARTs within SLTs. ARTs and SLTs are organized like a Portfolio SAFe approach in separated development areas, whereas CIT is not agile. But a strong supplier relationship exists between ARTs, SLTs and CIT. Following the delivery traces mirrors a full SAFe solution starting with ARTs, SLTs up to CIT.

**MATTHIAS BURGER**
Director
//Robert Bosch GmbH

**MARTIN HURICH**
Vice President
//Robert Bosch GmbH

WORKING GROUP INSIGHTS **AUTOMOTIVE SPICE®**
## intacs Agile Addon for Automotive SPICE

The presentation will focus on the status of Agile SPICE processes developed so far by the intacs working group. We will share experiences gained and lessons learned from piloting in assessments.

**CHRISTIAN HERTNECK**
Principal
//Kugler Maag Cie GmbH

**SERGEJ WEBER**
Senior Consultant / Agile Coach
//Kugler Maag Cie GmbH

PRESENTATION
## Becoming Agile – A system engineering team on it's way

This talk gives an idea of how we performed an agile transition in one system engineering team at an automotive engineering partner. This team consists of 9 people all working together on a set of different projects for many different customers. For sure, not everybody is an expert in every topic and the customers themselves know some of the experts and request them. More obstacles as well as their solutions are presented and discussed during our talk and in the Q&A-Session at the end.

**PHILIPP DIEBOLD**
Agile Coach
//Bagilstein GmbH

**JAN HENDRIK KOCH**
Team Manager
Embedded Security/
Anti-Theft Systems
//IAV GmbH

## Agile Collaboration – Understand and get the best benefit out of this recommendation

**VDA** | Verband der Automobilindustrie

The VDA working group ‚Agile Collaboration', with members from various OEMs and suppliers, published their work with the preliminary release of a VDA recommendation (‚Yellow Print') in May 2020. The document not only describes possible cooperation models in theory, but also gives recommendations for collaboration, by referring to selected use cases.

This presentation will give you a brief introduction to the types of collaboration models in the document. You will also receive practical explanations for reading and understanding the use cases. This should help in everyday business to apply the recommendation efficiently and practically.

**STEFAN WEBER**
Automotive he[a]t PMT S&A
Strategy & Portfolio Manager
//Continental AG

**MICHAEL HUEBLER**
Head of Body, Comfort,
Climate
//BMW Group

## We're all agile. Collaboration is obvious. Really?

The context of the presentation is the development of a complex driving assistance system (Driver Monitoring System) in an ecosystem with several suppliers delivering to OEM that performs the product integration within the cockpit thanks to a dedicated agile entity. The main challenge was to define a suitable cooperation mode with the OEM that was both a customer but also co-developer of the product.

The following will be developed

1. What are the room for manoeuvre & enablers?
2. What are the constraints & hurdles?
3. How to trigger a dynamic & nurture it?

**GÉRARD GRANCHAMP**
Product Owner & Business
Analyst / Solutions for R&D
//Valeo

**XAVIER CHEVALIER**
Group Software
Standard Leader
//Valeo

PRESENTATION
## Overcoming challenges of Agile Transformation in Automotive Industry. Creating a strong Foundation for your Transformation Journey

Automotive Industry has some unique challenges when it comes to Agile Transformation. Traditionally being strongly hardware- and requirements-driven – now moving towards million lines of code, while facing ambiguity of new regulations. In her presentation, Alena distinguishes between challenges related to foundational building blocks of the transformation and industry-specific challenges. You won't be successful in mastering the industry-specific challenges, if you don't create a strong foundation for your transformation journey.

Get some directly applicable ideas for our own agile transformation and learn how some automotive companies demonstrated exceptional AGILITY overnight during the current pandemic.

**ALENA KECK**
Lean Agile Enterprise
Transformation Manager
//Tier1

CLOSING KEYNOTE
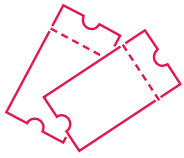## Less Work And Better Code Through Automation

However even in Agile, the need to honor Automotive processes while at the same time producing quick feature turnarounds and high quality software can be overwhelming. We present a way to combine specification with formal languages, spec-driven development, and CI/CD to automatically check and translate low-level specifications into test and code, in such a way that any changes in the specification body can automatically be tested for influence on the whole body, and the code, dramatically lowering the workload for requirements engineering while at the same time guaranteeing high software quality and test coverage.

**BJÖRN GIESLER**
Director ADAS Function
Development
//Samsung Electronics

# PROGRAM

| Time | Type | Details |
|---|---|---|
| 08:30 - 09:00 | Check-in | |
| 09:00 - 09:15 | Opening | |
| 09:15 - 09:55 | Keynote | HENDRYK ESSER – Manager Special Projects //Ericsson<br>A Practical Experience implementing Business Agility at Ericsson |
| 09:55 - 10:20 | Presentation | STEFFEN KUHN – Head of Consulting //Elektrobit Automotive GmbH (ZVEI)<br>Combined Application of Agile Practices and Functional Safety in Automotive Software Development |
| 10:20 - 10:45 | Presentation | PHILIPP DIEBOLD – Agile Coach //Bagilstein GmbH<br>JAN HENDRIK KOCH – Team Manager Embedded Security / Anti-Theft Systems //IAV GmbH<br>Becoming Agile – A system engineering team on it's way |
| 10:45 - 11:00 | Coffee Break | |
| 11:00 - 11:20 | Presentation | STEFAN STRASSBURGER – Head of SE Project Management Platform Development //Continental AG<br>NILS KONKEN – Project Manager Braking Technologies R&D //Continental AG<br>Scaled Framework for Product Platform Development and Industrialization |
| 11:20 - 11:40 | Presentation | MARTIN HURICH – Vice President //Robert Bosch GmbH<br>MATTHIAS BURGER – Director //Robert Bosch GmbH<br>Scaled Agile Supply Chain |
| 11:40 - 11:55 | Panel Session | Scaling Agility |
| 11:55 - 12:30 | Lunch Break | |
| 12.30 - 12.55 | Working Group Insights | CHRISTIAN HERTNECK – Principal //Kugler Maag Cie GmbH<br>SERGEJ WEBER – Senior Consultant/ Agile Coach //Kugler Maag Cie GmbH<br>intacs™ Agile Add-on for Automotive SPICE® |
| 12:55 - 14:10 | Agile Game | |
| 14:10 - 14:25 | Coffee Break | |
| 14:25 - 14:50 | Presentation | THOMAS POGODDA – Vice President Global Quality //Eberspächer<br>Dusting off Automotive Quality Tools with Agility |
| 14:50 - 15:10 | Presentation | STEFAN WEBER – Automotive he[a]t PMT S&A Strategy & Portfolio Manager //Continental AG<br>MICHAEL HUEBLER – Head of Body, Comfort, Climate //BMW Group<br>Agile Collaboration – Understand and get the best benefit out of this recommendation |
| 15:10 - 15:30 | Presentation | GÉRARD GRANSHAMP – Product Owner & Business Analyst / Solutions for R&D //Valeo<br>XAVIER CHEVALIER – Group Software Standard Leader //Valeo<br>We're all agile. Collaboration is obvious. Really? |
| 15:30 - 15:45 | Panel Session | Agility across Company Border |
| 15:45 - 16:00 | Coffee Break | |
| 16:00 - 16:25 | Presentation | ALENA KECK – Lean Agile Enterprise Transformation Leader //Tier 1<br>Overcoming challenges of Agile Transformation in Automotive Industry. Creating a strong Foundation for your Transformation Journey |
| 16:25 - 17:05 | Keynote | BJÖRN GIESLER – Director ADAS Function Development //Samsung Electronics<br>Less Work And Better Code Through Automation |
| 17:05 - 17:30 | Closing | |

# GET FIRST-HAND INSIGHTS //FROM INDUSTRY'S LEADING ORGANIZATIONS

**Bagilstein** *Genau mein Agil.*

**BOSCH**

**Cōntinental**

**Eberspächer**

**Elektrobit**

**ERICSSON**

automotive engineering **iaυ**

**KUGLER MAAG CIE**

**Valeo**

**VDA** | Verband der Automobilindustrie

**ZVEI:**

# REGISTER TO PARTICIPATE

Conference Ticket //Early Bird
Available until August 31st, 2020

**EUR 176**
plus VAT

Conference Ticket //Regular

**EUR 220**
plus VAT

⟶ GET YOUR TICKET

//All revenue generated by ticket sales will be donated to //UNICEF, a United Nations agency responsible for providing humanitarian and developmental aid to children worldwide.

## LINK TO CONFERENCE WEBSITE
http://agileautomotiveconference.com

## JOIN US ON SOCIAL MEDIA
Stay up to date - get the latest news and insights about the conference here:

## YOU HAVE QUESTIONS?
Please don't hesitate to contact us:
event@kuglermaag.com

**KUGLER MAAG CIE**