



Microsoft Automotive Summit

Mobility – Potentiale für die Mobilität von morgen durch die Microsoft Cloud Azure

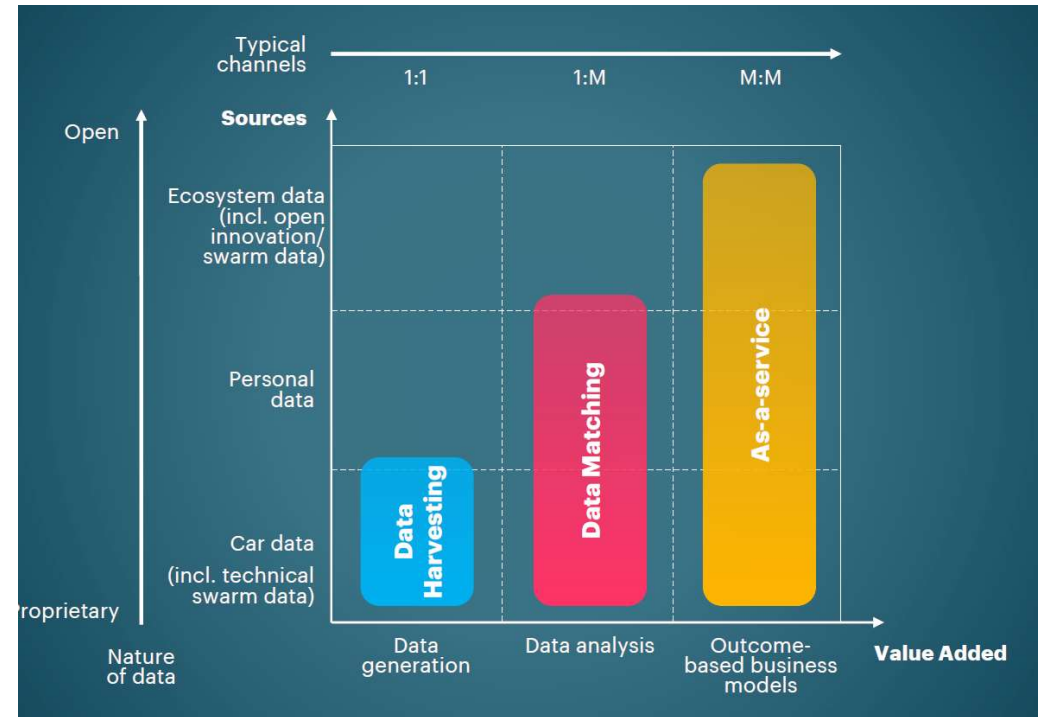
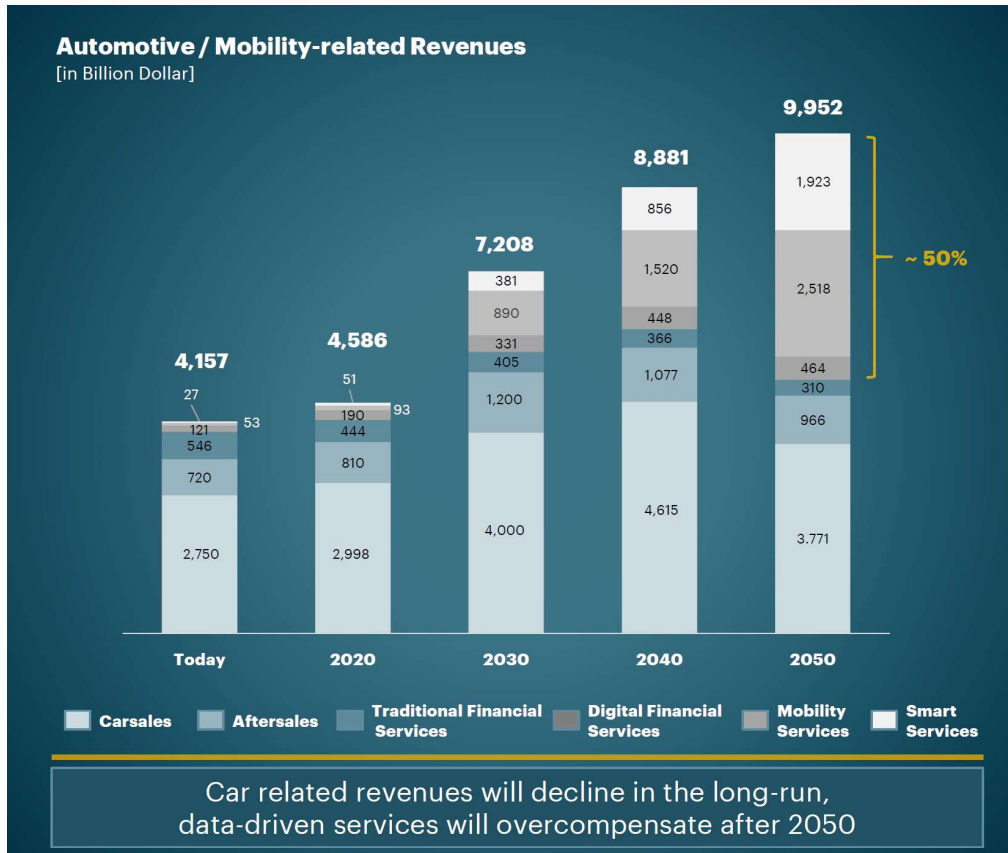
Robert Lokner, PSS für ADAS & Mobility

A portrait of Satya Nadella, CEO of Microsoft, standing in front of a wall with horizontal wooden slats. He is wearing a maroon t-shirt and glasses, with his arms crossed.

"Our industry does not respect tradition
— it only respects innovation."

Satya Nadella

Where is the innovation and profit in automotive?



Source: Accenture, Data Driven Business Model

Source: Accenture based on ABI Research (2016); Allied Market Research (2015); Quartier (2017); Mohr, Kaas, Gao, Wee, & Möller (2016); IHS Markit (2017), McKinsey&Company (2016)

The automotive industry is at a transformational moment

The industry is being transformed by a combination of key technology and business model trends

1 Connected



~40% of consumers would
Change car brand for more
connectivity

As vehicles become increasingly connected, data will unlock new benefits and challenges for customers, automakers, high-tech giants, and a broad array of new companies active in the value chain.

2 Shared



<1% of total global miles
Driven originates from
e-hailing trips

E-hailing, car sharing, and further modes of diverse mobility continue rapid expansion as cost-effective, convenient, and less stressful alternates to vehicle ownership.

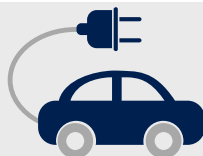
3 Autonomous



~70% of the robotaxi
market will be addressable
solely with L4 by 2030

Disruptive autonomous-driving technologies will transform the concept of mobility, increase safety, and require business-model changes in many industries as profit pools shift.

4 Electric



30-40% of car buyers in
the US and EU considered
an EV purchase in 2016

Electrified vehicles are nearing an inflection point due to changing consumer attitudes, battery economics, infrastructure, and regulatory policies, creating opportunities for the auto industry

Source: <https://www.mckinsey.com/features/mckinsey-center-for-future-mobility/overview>

Connected Vehicle – MS Assets & Capabilities



LUIS | Bot Framework | Speech | World Graph

Skype | Dynamics 365 | Office 365

Telematics | LBS | Device Management

Azure ExpressRoute | Azure Storage | Azure DataBox

Azure Batch AI | Azure Big Compute | Azure IoT Edge

Azure Machine Learning | Simulation (AirSim)

Azure Data Vault

Intelligent Security Graph | ADFS

Compliance

09:00-10:00	Registration		
10:00-10:45	Welcome – Stefan Andre Raschke – Sector Director Automotive, Microsoft GmbH Microsoft Innovationen in der Automobil Branche Robert Nahm/Christian Becker/Michael Zawrel		
10:45-11:15	Mobilität in einer digitalen Welt - Perspektiven auf die Digimotive Industrie (Heiko Weber, Partner und Head of Automotive , PwC)		
11-15 -12:00	Blockchain Kollaborationen als Schlüssel zu neuen Geschäftsmodellen (Kathleen Olstedt, Konsortium Manager Supply Chain Protocol, ehemals Daimler)		
12:0-013:30	Mittagspause /Partnerausstellung/ Networking		
13:30-13:45	SmartMobility – Potentiale für die Mobilität von morgen durch die Cloud - Microsoft GmbH , Robert Lokner Raum Washington	Smart Factory/Digital Engineering – Optimierung von internen Logistik; Produktion und Entwicklungsabläufen Microsoft GmbH , Robert Nahm Raum Redmond	Future Sales/ AfterSales – New Customer Journey Microsoft GmbH , Michael Glaab Raum Chicago
13:45-14::30	Smarte IoT-Lösungen für Connected Vehicles - Herausforderungen und Best Practice _- Device Insight GmbH , Marten Schirge, Vice President of Sales	PTC	Adobe Systems GmbH
14:30-15:15	Bertrandt AG	Von der Manufaktur in die Serie – bedarfsgerechte Industrial IoT Lösungen! Robotron Datenbank-Software GmbH Dr. Uwe Wieland	Künstliche Intelligenz und Machine Learning: Ansätze zur Optimierung von B2B Vertriebs- und Preisstrategien in der Automobilindustrie PROS Deutschland GmbH , Reno Koepp, Strategic Consultant,
15:15-15:45	Coffee Break		
15:45-16:30	OpenADx – xcelerate your Automated Driving development Leveraging open collaboration and open source to accelerate development of Automated Driving – Robert Bosch GmbH, Andreas Riexinger	Using the Microsoft Azure Cloud for CAE Simulations - an Easy Step-by- Step The UberCloud - Guide eha Senturk, Head of Software Partnerships at UberCloud	Orbis AG
16:30-17:15	Deep Learning zur Straßenerkennung Elektronische Fahrwerksysteme GmbH Ein Joint Venture der GIGATRONIK-Gruppe und der Audi Electronics Venture GmbH Anton Junker, Teamleiter	Artificial Intelligence in Production and Supply Chain pmOne AG - Martin Whyte, Vice President Analytics;Gernot Molin, Managing Director	Digitale Transformation von Einkaufsprozessen mittels Vertragsmanagement Lösung Icertis , Bernd Kesslau, Director Partner Sales
ab 17:00	Good Bye/Aperitif/ Get together		



Robert Lokner

Industry Expert Autonomous Driving & Mobility

Tel. +49 151 4401 2567

Robert.Lokner@microsoft.com

We were looking forward to a successful Partnership!

