Best Practices for Automotive
Driving Digital: On the Road to Transformation

The premier industry conference for organizations using SAP

October 12-14, 2015, MGM Grand Detroit, Michigan

you’re invited.

The event showcases expert insights from thought-leaders and customer case studies on how to maximize existing investments and stay on the leading edge of the industry. Best Practices for Automotive is the only industry conference aimed at organizations using SAP, where business, functional and technology professionals in every automotive sub-segment converge. Designed for OEMs, commercial vehicle and heavy truck, suppliers, and aftermarket sales and service organizations, this conference brings together senior leadership, decision-makers, business process owners, analysts, support teams and solution providers to one location for an event built around interactive learning and peer collaboration. It is our pleasure to welcome you and your teams to this extraordinary event. We look forward to seeing you this October in Detroit!
More than 100 automotive professionals and leaders, representing over 70 customer organizations, industry thought-leaders and solution providers collaborated, debated and provided targeted feedback to identify the most critical challenges for automotive companies today. These discussions formed the blueprint for the Best Practices for Automotive conference agenda, offering solutions that are developed and delivered by and for the automotive community.

*This year’s conference topics are:*

**finance**
- Establish Common Chart of Accounts
- Reduce effort associated with inter-company reconciliation
- Improve Month-end Close Cycle
- Bring all transnational data in a single table
- Merge accounts and cost elements
- CO-PA enhancements for better Profitability Reporting
- Provide consistent group reporting
- Using Financial Supply Chain Management to improve cash flow
- Ensure working capital is trending positively
- Establish common procedures for A/R collection and dispute resolution processes
- Enterprise-wide integration of collection data
- Streamline process and reduce staff time by eliminating spreadsheets across multiple manufacturing sites
- Establish common data for supply chain
- Help create a flexible, stable and high performing environment through improved user experience

**data & visibility**
- Real-time analytics for improved decision-making
- Holistic view of information across domains and projects
- Use data warehousing, in-memory architecture and data visualization to drive efficiency
- Leverage predictive analytics for asset management and reporting
- Integrate shop floor data
- Align operational areas against overall business goals
- Best practices for harvesting and using data from connected vehicles
- Best practices in master data management and structure
- Data warehousing methods to drive data consolidation and availability
## Supply Chain & Logistics

- Optimize inventory and improve shipping accuracy while increasing productivity
- Improve MM&G compliance
- Retain strategic/preferred supplier status and BD priority with OEMs
- Support supplier master data with MDG
- Increase visibility and control over inventory across the extended supply chain
- Better forecasting through customer demand planning
- Automate traditional warehouse and distribution operations
- Improve asset utilization, increase throughput and ensure on-time and accurate order fulfillment

### People & Productivity

- Build change management capacity throughout an organization
- Measure adoption and the impact of change management programs
- Acquire and grow talent
- Simplify HR processes
- Enable practitioners with relevant data to support decision making
- Improve the user experience through Fiori and Personas
- Harness mobility to improve user experience
- Bridge the generational divide and foster cross-generational collaboration

## Procurement & Material Management

- Vendor data readiness for global ERP transformation
- Enterprise wide Supplier Master to provide global spend visibility
- Improve cost planning for specific products
- Manage massive Bill of Materials to better evaluate profitability of a product
- Structure procurement data governance for global use
- Use a procurement roadmap to bring business units together
- How to analyze procurement data

## Globalization

- Develop a common vision and process across strategic business units for globally managing product information
- The do's and don'ts of a global implementation
- Maximize business value of a global vehicle management system across functions and regions
- Simplify technology and achieve IT savings
- Improve consumer intimacy in a global world
- Improve NAFTA Trade Preferencing and reduce duty
- Increase response rate from suppliers while reducing internal workload
- Share information electronically with brokers, driving import purchase-to-payment traceability
- Increase compliance with Restricted Party and Export License screening

## Manufacturing

- Leverage data captured during manufacturing and testing for better problem-solving
- Root cause analysis
- Develop predictive models for quality improvements
- How smart sensors, integrated networks, cloud technology and emerging business models are enabling Connected Manufacturing
- Leverage the explosion of data emerging from manufacturing and the plant environment
- Integrate in-memory technology and predictive analytics into quality management
- Skill sets and change management for adopting Industry 4.0 and IoT perspectives

## OEMs

- How OEMs and dealers can better integrate their online and offline experiences for customers
- Digital solutions to help dealers acquire traffic
- Manage dealer inventories
- Connect with current and future customers in the digital world
- Enable build-to-order
- Reduce quote-to-order cycle times
- Enable sales teams to improve configure, price, quote and order complex products
- Improve customer service
- Improve forecasting, inventory planning, balancing and distribution for service parts
- Link vehicle insights to the customer lifecycle
- Drive additional revenue opportunities for OEMs and their channel partners

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- Improve asset utilization, increase throughput and ensure on-time and accurate order fulfillment
- S-logistics—how inventory management, plan-to-procure and procure-to-pay business processes will be featured in the new S-suite
CONFERENCE DA Y ONE - Tuesday, October 13

8:00 AM Refreshments & Exhibition Viewing

8:15 AM Keynote: Keeping Customers at the Center of Connected Car Development
  Stefan Krauss - General Manager Discrete Manufacturing Industries, SAP SE

8:30 AM Faster Month-End Close
  Steve Thelan - Director, Enterprise Forecast
  Mark Ameel - Senior Business Manager, Johnson Controls, Inc.

8:45 AM Lunch & Exhibition Viewing

9:00 AM Keynote: The SAP Digital Roadmap for Automotive
  Michael Lynch - Global Head of Internet of Things, SAP

9:15 AM Keynote: The SAP Digital Biographies for Automotive
  Steffen Mikkel - Vice President - Chief Digital Officer Discrete Industries Development, SAP SE

9:30 AM Conference Overview

10:00 AM Keynote: Re-Imagining the Automotive Industry—The Internet of Things Disruption
  Michael Lynch - Global Head of Internet of Things, SAP

10:30 AM Special Interest Session

11:00 AM Lunch & Exhibition Viewing

11:45 AM Special Interest Session

12:00 PM Break

1:30 PM Keynote: Changing the Game, End-to-End Process Architecture—General Motors’ “In Time” SAP Journey
  Otto Scholl - Assistant Director Global SAP Business Architect & Head of SAP COE, General Motors

1:45 PM Keynote: Changing the Game—Leveraging SAP Processs Orchestration into Real-Time Industry Innovation
  Dr. Werner Leidl - SAP Co-ESO, General Motors

2:00 PM Conference Review

2:30 PM Special Interest Session

3:30 PM Dinner Networking Event: Driving Connected Service with Enterprise Data Architecture, ARI

CONFERENCE DA Y TWO - Wednesday, October 14

7:30 AM Refreshments & Exhibition Viewing

8:15 AM Keynote: Shifting Gears in the Digital Landscape—Shaping Ahead of Trends to Enhance Vehicle Sales
  Andrew Gossling - CEO, First Direct

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Keeping Customers at the Center of Connected Car Development

With its OnStar service, General Motors defined the connected car market 19 years ago, before “connected cars” were widely discussed. In today’s “always on” connected world, OnStar’s safety and security services only skimmed the surface of what’s now possible with embedded telematics. Last year, Chevrolet, Buick, GMC and Cadillac’s product lines were all upgraded with standard 4G LTE and today, customers benefit from Wi-Fi and a new range of daily-relevant features. At the same time, customers are demanding better integration with smartphones, bringing about features like Android Auto and Apple CarPlay. In a world of so many customer needs and choices, the challenge to automakers is offering a range of solutions that are smart, safe and impactful for customers.

Tim Nixon is the Chief Technology Officer of Global Connected Customer Experience, a business unit of General Motors. Tim leads the incubation and development of new technologies, platforms and services supporting connected products for GM vehicles globally as well as the development of vehicle-connected app ecosystems.

The Best Practices for Automotive conference is just that—a conference where business and technology leaders converge to discuss common challenges and share best practice solutions.

More than a “sit and listen” event, attendees will enjoy 40+ amazing presentations including ten visionary keynote addresses that will change your thinking and help you reframe how you see where the industry is going.
Jeffrey J. Owens is the Chief Technology Officer and Executive Vice President of Delphi Automotive, a $17 billion global automotive systems supplier. Jeff is responsible for the enterprise information technology function and Delphi’s global engineering organization, which includes more than 19,000 technologists located in 15 major technical centers. He leads the company’s innovation strategies while driving advanced technologies supporting the global megatrends of safe, green and connected.

Jeff has served in a variety of engineering, manufacturing, finance and product line assignments. He served as President of Delphi Asia Pacific from 2006 to 2009. In his most recent assignment, Jeff served as President of Delphi’s Electronics & Safety division, establishing key growth product lines including active safety, power electronics for EV/HEVs and consumer connectivity electronics.

Transforming Mobility

New technology and business models are converging to transform the way people and goods move around and interact. It is now possible to supply better mobility at significantly lower costs to consumers and society by innovatively combining connected, coordinated, driverless, shared and tailored vehicles.

Individually, each of these building blocks promises incremental improvements over today’s road transportation system. When combined to enhance the mobility experiences of consumers, the improvements are radical; the changes are transformational and the business growth opportunities are significant for the companies that get it right. Road transportation is now ripe for transformation as the telecommunications, photography, computer, media, television and pharmaceutical industries were over the past two decades.

Driving Mobility Through Innovation

Lawrence D. Burns
Consultant to Google & Hess, Former R&D Executive & Industry Thought-Leader, Professor of Engineering Practice

University of Michigan
Williams Grand Prix Engineering has been at the forefront of Formula One technology development for the last 35 years. James Colgate will give insight into the innovation and performance led culture that is at the foundation of Williams’ success and how the company is applying its know-how, particularly in energy efficient performance, into markets including automotive, defence, aerospace and life sciences, as well as in areas such as energy storage, data analytics and lightweight materials.

James Colgate has operational improvement consulting experience to a variety of engineering and technology sectors delivering commercial, operational, strategic planning and business improvement advisory services. He has worked at Williams for the last five years and is currently a member of the Executive Management Team, responsible for the development, communication and deployment of business strategy across the Williams Group of companies. In the past, James has worked within the commercial diversified business arm of Williams Advanced Engineering, identifying and developing relationships with clients to deliver technical and operational consulting projects.

Christine Hassler is a bestselling author and renowned expert on bridging generational gaps in the workplace. Christine has been featured extensively on CNN, ABC, CBS and in The Wall Street Journal and The New York Times. Her expertise on life issues facing Generation Y as made her a popular columnist in The Huffington Post since 2006. Join Christine as she shares ways to leverage each generation’s distinct skill sets and work values.

Christine Hassler
Author, Speaker, Life Coach & Cross-Generational Management Expert

Bridging the Generational Divide—Connecting, Leveraging & INSPIRING a Multi-Generational Workforce

Energy Efficient Performance—Innovation, Technology & Culture from Formula One into Other Markets

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James Colgate
Group Strategy & Planning Manager
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The digital transformation of automotive companies represents a fundamental business model revolution and expansion from simply designing and selling innovative, high quality to also selling services. Automotive companies will create disruptive advantage with digitally connected companies, vehicles and customers, while transforming into business networks to deliver connected products to connected customers with new services based on fresh business models. The foundation of how customers and businesses interact will be forever changed. Hear from Stefan Krauss and Holger Mässer on how SAP is helping companies connect on every level to achieve this new business value.

Stefan Krauss assumed the role of General Manager Discrete Manufacturing in October 2014. Together with his team, he is responsible for the integrated management of the Aerospace & Defense, Automotive, High Tech and Industrial Machinery & Components industries— spanning development, solution management, sales and marketing, value engineering, partner management, services and support. The mission of this unit is to deliver industry cloud solutions that help SAP customers sustainably innovate and grow their business, operate safely and develop their people.

Within the last decade, General Motors has been acting globally, which is reflected in its process and system landscape. Seeing this as a pre-requisite, GM’s global SAP business process transformation initiative, drove towards integrating processes across functional areas and extending through core process areas company-wide. This end-to-end process optimization will facilitate real-time intelligence to drive business decisions, utilizing SAP as the transactional backbone. In this keynote, hear the setup, building blocks and success criteria for this initiative, followed by an outline of the opportunities and challenges for leveraging emerging business models and technology enablement whilst creating a digitalized environment.

Dan Mahlebashian serves as the Global Executive Director of Purchasing Services, Request to Pay Process and Enterprise SAP Business Management. In this role, Dan is responsible for three key value enablers: Global Purchasing Services, global process owner for Request to pay, and Enterprise SAP Business Management. Otto Schell is GM’s Global SAP Business Architect and SAP CCoE Lead. He owns and integrates the SAP Enterprise Architecture approach on design, deployment, operation and continuous improvement of GM’s SAP business process landscape.

Digital Transformation of the Automotive Industry

Changing the Game, End-to-End Process Architecture—General Motors “In Time” SAP Journey

OTTO SCHELL
Assistant Director Global SAP Business Architect & Head of SAP CCoE

General Motors
Digital Transformation of the Automotive Industry

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Holger Masser is the Global Vice President of the Automotive Industry Business Solution at SAP SE. He is responsible for the entire Solution portfolio spanning Automotive Supplier, Automotive OEM and Automotive Retail and Importer business. He joined SAP SE in 2011 and has more than 20 years of industry experience, including 10 years in Asia. Holger has extensive knowledge of the entire automotive value chain, implementing long term IT strategies aligned with corporate objectives and business strategy.

Holger Masser
Global Head of Industrial Business Unit Automotive
SAP SE

Re-Imagining the Automotive Industry—The Internet of Things Disruption

The Internet of Things (IoT) is hugely shifting technology and will drive massive change in how enterprises work and how customers receive value from SAP and partner technologies. In this keynote, discover how IoT is driving innovation across discrete and automotive industries as well as how SAP solutions and customers are adopting IoT to better connect their businesses, transform their operations and re-imagine their customer experiences.

Michael Lynch co-leads the IoT GCO organization focused on IoT and network transformation. He joined SAP in late 2011 as part of the acquisition of Right Hemisphere, Inc., where he held the position of CEO. As CEO, Michael transformed Right Hemisphere from a tools provider for graphics to the global leader in Enterprise Visualization software for Global 1000 manufacturers. He closed funding from Sequoia Capital, Sutter Hill Ventures, NVIDIA and completed the sale to SAP in 2011. He is a successful software executive who helped grow 7th Level from 20 employees to a Nasdaq IPO. Michael has produced over thirty award winning internet, education, enterprise and entertainment software products for Learn2.com, Disney, Real Networks, IBM, Microsoft and Sony.

Michael Lynch
Global Co-Lead, Internet of Things
SAP
Heiko Flohr
Vice President & Chief Product Owner Discrete Industries Development
SAP SE

The SAP Digital Roadmap for Automotive

The global automotive economy is moving to a demand and data driven, digitally executed business model. SAP’s development roadmap for automotive is based on S/4HANA and the HANA Cloud Platform and creates the digital environment to enable tomorrow’s economy from digital product innovation, to digital manufacturing and supply chains to digital customer interaction.

As a Vice President of the Discrete Industry Solution Development organization, Heiko Flohr is responsible for the automotive, industrial machinery, high tech and aerospace, defense, engineering, construction and operations industries. In this leadership role, he is responsible for developing the vision, setting the strategic direction, creating solution definitions and developing the products and solutions for discrete industries. Heiko has been with SAP for 13 years, holding a variety of global leadership positions within the company.
This year, Millennials will surpass Baby Boomers as the nation’s largest living generation. Millennial consumers live the always-connected lifestyle and expect continuous access to personalized information and services on their mobile devices, independent of the car they happen to be driving. Automakers have done a poor job recognizing the importance of this mobile-centric lifestyle. Outdated business models place the vehicle in the center of the connected car universe, conflicting with consumers’ lifestyle and forgoing duplication of services and content. This session will discuss the notion of the consumer’s mobile digital identity, and the connected car models that place the consumers—drivers and passengers—in the center. Joe Barkai will discuss this model as the platform to deliver profitable services and improve customer intimacy. Then Joe will discuss the ultimate texting while driving environment—the driverless car—and the path to achieve a critical mass of autonomous cars.
The speaker lineup represents the best and brightest practitioners from across all functions, roles and sub-segments of the automotive industry. This diverse mix of experts and thought-leaders were carefully chosen by the Conference Advisory Committee, based upon their best-in-class strategies for solving today’s most pressing business challenges.
speakers

Continuous Improvement in A Connected Industry: A Case Study from Bosch Anderson, SC
Barbara Watkins
BPS, IE, Change Management – Manager, Robert Bosch LLC

Bosch wanted to provide base standards for improvement processes across all value streams worldwide to support global growth. Learn how they are combining Industry 4.0 with BPS in its process improvement at its Anderson, SC facility. Hear how Bosch is leveraging thousands of process parameters captured during manufacturing and testing for better problem-solving, root cause analysis and for developing predictive models for further quality improvements.

Facilitating Global Collaboration with SAP FSCM
Mark Ameel
Senior Business Analyst, Johnson Controls, Inc.

SAP FSCM provides procurement, contract and compliance management, procurement and supply chain collaboration, price & quote, and contract management. This presentation will provide insight into using SAP FSCM to improve a complex manufacturing and automotive supplier base.

Sell More Complex Products & Service Parts through E-Commerce & Configure, Price & Quote (CPQ)
Cathy Franklin
Manager - Procurement Systems, CooperS Eandard

Materials Management Operations Guideline/Logistics Evaluation (MMOGE/L) is a global standard for supply chain management processes that reduces costs from errors, waste and workload for suppliers and customers. CooperS Eandard needed a way to achieve 100% supplier MMOG compliance to meet increasingly stringent OEM requirements, and had a significant challenge to convert over half of their global suppliers to become EDI capable. Find out how they achieved this!

SAP Connected Manufacturing: Tackling Big Data in Manufacturing to Orchestrate Global Operations
Frank Flott
Senior Director Solution Management, Manufacturing, SAP America, Inc.

The Internet of Things is connecting billions of internet-enabled devices to business data for intelligent analysis and new business insights. With the arrival of smart sensors, integrated networks and cloud technology, new business models are emerging for automotive companies to enable connected manufacturing. Manufacturing, as a key source of big data, is a leading area of investment. Get insights into the SAP Connected Manufacturing strategy for helping automotive companies leverage the explosion of data emanating from the plant environment.

Reduce Inventory & Expediting through Improved MMOG Compliance
Duane Moore
Executive Solution Engineer, SAP America

Offering custom-tailored products and solution bundles is critical for automotive, truck and construction equipment manufacturers. Learn how SAP Concur, Price and Quote (SAP CPQ), based on hybris E-Commerce, enables sales teams, dealers, distributors and customers to accurately and efficiently configure, price, quote and order complex products and solutions. Find out how better CPQ and E-Commerce tools can help improve customer service levels, reduce quote-to-order cycle times and increase sales efficiency.

Zero to MDG-S in 60 Days
Wayne Hoffman
Manager, Enterprise Data Architecture, Johnson Controls, Inc.

As part of their global ERP initiative, Johnson Controls, Inc. replaced their homegrown ABAP system, which supported their supplier master data, with SAP’s MMG. Learn how they ensured vendor data readiness, reduced/avoided development and maintenance costs and enabled enterprise-wide global spend visibility, with the first-ever MDG-S implementation to utilize the HANA platform and Fiori for mobile access.

Continuous Data Integration: The Next Generation of Business Transaction Management
Bill Newman
MFG, SAP America, Inc.

As an Industry Vendors continue to face increased customer demands of service and transparency, and as competitors around the world continue to challenge our markets, manufacturers need to be able to offer high-quality products at competitive prices. Today’s business environment requires manufacturers to be able to rapidly respond to changing market trends and pressures. One of the tools to make this happen is Continuous Data Integration (CDI). CDI, in conjunction with SAP S/4HANA, offers a more robust solution for businesses that rely on data, but face the challenges of increased volatility and unpredictability.

Let Your Fleet’s Data Drive Decisions for Controlling TCO
Bill Powell
Director of Enterprise Architecture, ARI

Each day, every vehicle in a fleet generates hundreds of pieces of data. The good news for fleet managers is that evolving technologies such as data warehousing, in-memory architecture and data visualization are allowing you to see what your fleet is trying to tell you. Learn how fleet managers, who are committed to measuring data, implementing change and communicating the results, can utilize these evolving technologies to drive significant bottom line savings and efficiency gains.

Successfully Align Your Procurement Strategy with SAP
Bill Newman
MFG, SAP America, Inc.

Manufacturers, particularly in the automotive industry, face global challenges across core processes. An area where immediate value may be realized is procurement, where often business and IT is fragmented across a number of regions, product families and platforms. Learn how one major global manufacturer prepared their procurement data rights and structures for global use, used a procurement roadmap to bring together multiple stakeholders and put together a comprehensive user experience (UX) for SAP Procurement.

Talking About IoT & How to Adopt is the Old Way, the New is to Do It
Otto Schell
Member, Board of Directors, DSAG

Within the DSAG community, the adoption of new technologies is always a value discussion. The investments of the past decade need to be balanced against technology cycles that are overwhelming economic cycles, new ways of process and system implementation. The resulting sustainability models need to keep pace with the consumers. This session will bring an IoT or Industry 4.0 perspective to understanding the skill sets and change management required to open minds and move from awareness to action.

Let’s Talk IoT: How to Adopt It and Get Value
Bill Newman
MFG, SAP America, Inc.

As manufacturers, we are seeing a rapid increase in the rate at which IoT technologies are being introduced into our plants. The rate of innovation is so fast we are struggling to keep up with the pace of change. The question that needs to be answered is: How can we maximize the value of these new technologies? The answer: Start by focusing on the core business processes where you need the most business value. This approach will result in a faster time to value and lower risks associated with the implementation of IoT technologies into the business environment.
simulate various cost elements and weed out horsepower to crunch huge volumes of data to that is user friendly, intuitive and has the requisite Costing solution. This tool provides a platform and co-innovating to develop “Product Lifecycle how SAP has been leveraging the HANA platform companies need a common tool/platform. Hear to judge the profitability of a product, automotive massive Bills of Materials to be evaluated in order

Monitor & Control Product Costs in Early Engineering & Beyond with Product Lifecycle Costing
Armin Osmanovic
Senior Finance Manager, Johnson Controls, Inc.
Learn how Johnson Controls is leveraging EPM on HANA to drive accuracy and consistency in their global quarterly forecasting process. Hear about the business challenges that prompted action to change process and technology that led to creation of a flexible, stable and high performing environment.

Driving Accuracy of a Bottoms Up Forecast
Armin Osmanovic
Senior Finance Manager, Johnson Controls, Inc.

SAP SCM Service Parts Planning
Brenda King
Project Manager & IT Systems Analyst, Daimler Trucks
Learn how Daimler Trucks North America integrated their existing SAP ECC system with SAP’s Service Parts Planning (SPP) Solution. Tailored specifically for after-market parts sales, this solution includes forecasting, inventory planning, distribution requirements planning, deployment between locations and inventory balancing. Come hear about Daimler Truck North America’s parts planning goals, project execution, benefits achieved and lessons learned.

Procurement Strategy Secrets: A Panel Conversation
While procurement provides a great opportunity for automotive companies to remove structural costs, there can be many entry points for a number of approaches. Hear from SAP customers as well as industry and procurement experts on how companies can successfully review procurement opportunities and begin to realize the benefits of SAP procurement solutions including SAP SRM, Ariba and others. Learn how to best analyze your procurement data, how procurement can bring together business units, IT and the CPO office, and about the business drivers and benefits.

Vmax: Real-Time Quality Assurance
Dirk Zeller
Head of IT Consulting, Mercedes-AMS GmbH
Hear about Mercedes-AMG’s innovative, real-time quality assurance platform for the optimization of end-to-end testing processes in development and manufacturing. Learn how in-memory technology (SAP HANA platform), mobile technology and predictive analysis capabilities, and integration into quality management allows for improved access to test data, improved analytics and reduces engine testing times.

The Next S-Frontier: Simple Logistics
Amra Huber
Program Manager/Launch Lead, Global S/4HANA Go-to-Market Program, SAP
Consumer products companies have always been at the forefront of adopting logistics process improvements; S-Logistics, SAP’s newest member in the “Simple Suite” helps keep this tradition alive and well. Learn how fast planning and analytics enable better decision support on the most accurate and relevant information, and how the promise of real-time visibility across the supply chain is truly real. Understand how inventory management, plan-to-procure and procure-to-pay business processes will be featured within the new S-framework.

IT-Driven Innovation & Growth through Global VMS System
Jun Kato
General Manager for Manufacturing & SCM, Nissan Motor Co., Ltd.
To address the highly dynamic automotive industry, Nissan is driving innovation and growth with their Value Innovation, Technology Simplification, Service Excellence (VITESSE) program. Learn how Nissan, with the support of Proaxis Consulting Group, pulled off a global vehicle management system for a new assembly plant in Brazil, and how this solution is helping to maximize business value with cross functional regional solutions, while simplifying technology and achieving IT savings.

Organizational Change Management – Realizing ROI for Projects, Initiatives, Organizational & Wide Changes
Scott Mitchell
Global Business Services Office of Transformation, General Motors
General Motors emerged from bankruptcy in 2009 knowing that every aspect of the business would be transformed, shaking up a 106-year-old culture. CIO Mary Barra, number two on Fortune’s list of Most Powerful Women in Business, recognized the cultural challenge and famously said, “We’ll either change the people or we’ll change the people.” Come hear how GM has built change management competency into the DNA of the GM culture.
Driving Connected Service with Vehicle Insights

In this interview-style session format, IDC Manufacturing Insight’s Heather Ashton will share some of the latest research on how connected vehicles are providing automotive OEMs with opportunities for delivering value-added services to customers. Experts from automotive OEMs and SAP’s Stephan Brand will weigh in to discuss some of the challenges and opportunities for linking vehicle insights to the customer lifecycle. Additionally, the panel will explore how connected service can drive additional revenue opportunities for automotive brand owners and their channel partners.

Heather Ashton
Research Manager, IDC Manufacturing Insights

Stephan Brand
Vice President HANA R&D Business Applications, SAP SE

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