COMMON GROUND WEBINAR SERIES

WHITE PAPER

COMMON GROUND WEBINAR SERIES

SEASON 2

KEY TAKEAWAYS

Project Management Institute

Common Ground Webinar Series

Theme: Reinventing on the Go

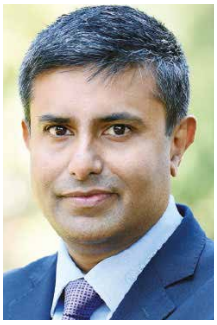
SEASON 2 | EPISODE 2

FEATURED SPEAKER

Jacob Peter Kindangath

Senior Vice President, Automotive R&D,
Bosch Engineering and Business Solutions

Session: Insights into the future of the automotive industry



Jacob Peter Kindangath has more than two decades of experience in the automotive industry. He leads the engineering areas responsible for vehicle computers, infotainment systems and automotive electronics. Mr. Kindangath is a futurist who is passionate about the possibilities that connectivity, machine learning and analytics can bring to the industry.

Summary

"Reinventing on the go" was an insightful session by Mr. Kindangath, who presented the future of the automotive industry that has seen major transformation in the past decade. Digital transformation has led a traditional car powered by mechanical parts into a computer-powered super machine today.

Presenting 'the story of a car', he said the change goes far beyond the physical aspects of an automobile and rests a lot on design and software engineering. Automotive designers and engineers are today using virtualization and simulation for testing and validating. The complexity of software platforms in cars is comparable to that of Google, which is at the highest end of complexity across product categories such as smartphones and aircraft.

Autonomous cars of the highest level, which are driverless vehicles and will be the future, are controlled by around 10 microprocessor controlled systems. These are not based on written software but self-learning, machine learning systems.

However, the industry is experiencing slowing growth due to the popularity of ride sharing and the changing attitudes and aspirations of the new generation. Growth will come from services related to a vehicle. The future will see a lot more collaboration across industries and the emergence of new personalized services.

Key takeaways:

- It takes about 100 networked computers to run a modern-day car.
- Over 100 million lines of codes are used in an autonomous car's software.
- Silicon Valley, and not Detroit in the US or Germany, is driving transformation of the automotive industry.
- Your car will be your third personal space after your home and office.
- The future will be about integration and personalized services to vehicle owners.
- Look out for collaboration across industries with amazing opportunities for startups.
- Track the industry for ideas and new opportunities.

The future will be about integration and personalized services to vehicle owners.

Project Management Institute.

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