

A futuristic cityscape featuring a cable-stayed bridge with a large white pylon. Several sleek, silver, aerodynamic cars are driving on the bridge. In the background, there are modern skyscrapers and green trees. The scene is set during the day with a clear sky.

Why IT will morph automotive players to software giants

Dr. Elmar Pritsch

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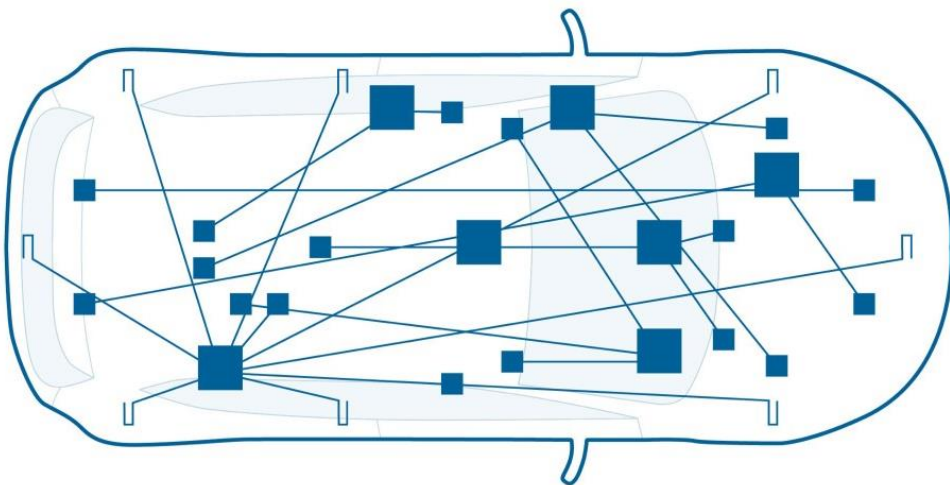
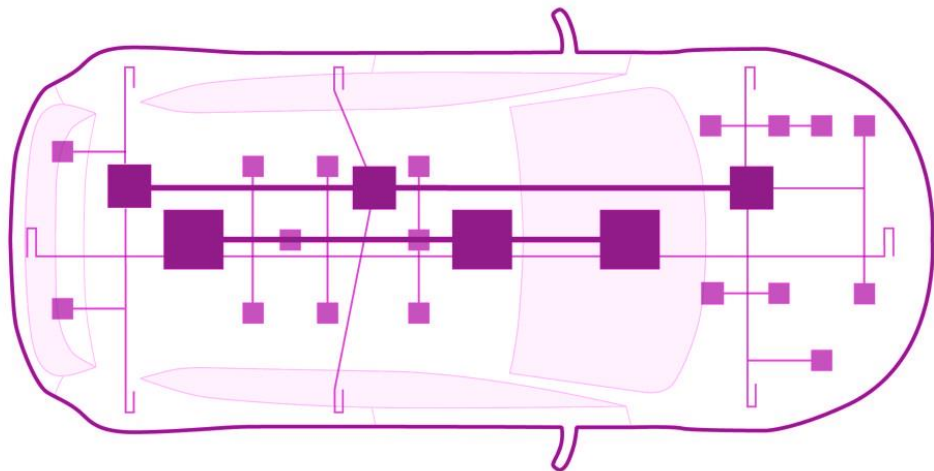


„The software-defined vehicle race is still open: strong leadership, user-centricity and fast execution will make the difference at large scale!”

01

Increasing software complexity

Paradigm shift in the automotive industry



02

Next gen E/E architectures

Paradigm shift in the automotive industry

03

De-coupling of software and hardware

Paradigm shift in the
automotive industry

SW

Sourcing

Continuous development & deployment



HW

Sourcing

Dev.

SOP

Series



HW

Sourcing

Dev.

SOP

Series



HW

Sourcing

Dev.

SOP

Series

MYTHS OR FACTS?



ONE CAN DO IT ALONE



ONE KILLER APP WILL WIN THE RACE

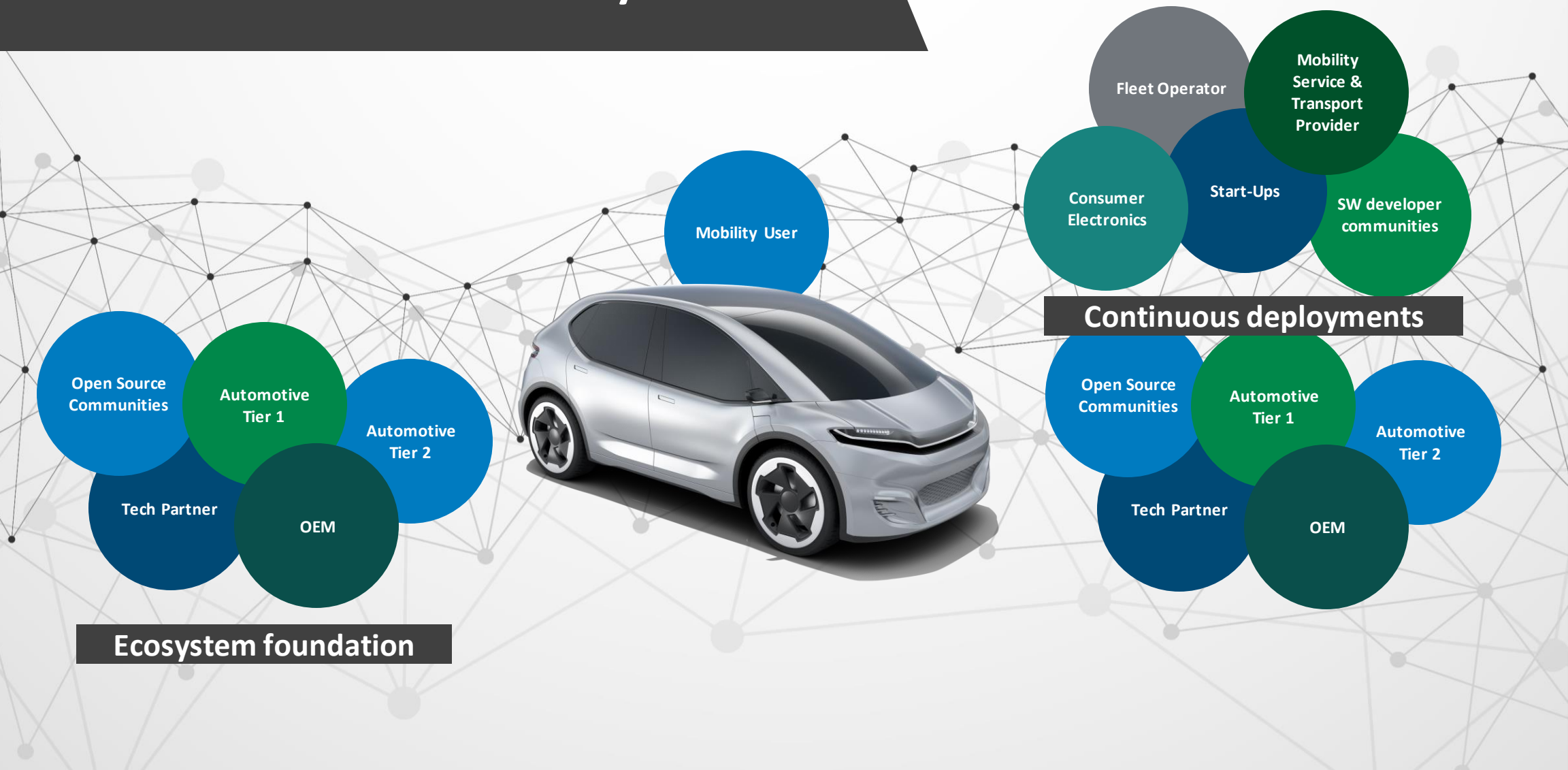


COUNTING INTERNAL SW DEVELOPERS IS NOT ENOUGH



How can >100 million vehicles be reached by >1 million developers?

Automotive software ecosystem



We need new forms of collaboration



*Let's
invest*

*Let's
collaborate*

*Let's
benefit*