



# AGILE AUTOMOTIVE

AGILE ACROSS COMPANY BORDERS

14 – 15 November 2018, Dormero Hotel Stuttgart, Germany

REGISTER  
NOW

200+  
Participants

30+  
International  
speakers

4th annual  
conference

#efAgileAuto

[www.euroforum.de/agile-automotive](http://www.euroforum.de/agile-automotive)

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**KUGLER MAAG CIE**

Corporate agility is more than the sum of agile team management methods and project management. Today's isolated applications with some agile projects and teams fall far short. This is why the Automotive industry is on the leap for agile@scale. The 4th Agile Automotive Conference discusses practical insights with scaling of agile methods and practices across the entire corporation. Get first-hand insights from E/E decision makers and learn from their real-life experiences.

In a highly depending industry cross-company agility requires a well-coordinated approach and a certain amount of standardisation. This is why the German Association of the Automotive Industry (VDA) has established a new working group: The Agile Collaboration Working Group is the platform for automotive industry representatives to discuss agile topics. We're pleased to announce the presentation of the WG at the Agile Automotive Conference 2018: Representatives from the car makers' and the suppliers' perspectives elucidate together the goals, activities and first results to the audience of the Agile Automotive Conference 2018.

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A must for anyone  
using, or planning to use,  
Agile processes.



## HIGHLIGHTS



### Business Speeddating

Innovations are often found in industry, organizational or functional interfaces. Agile processes increase your company's innovation potential by connecting them in daily work.



### Live-Voting

A mood barometer – agile, interactive and live. What do experts think about today's challenges and solutions?



### Hands On – Let's build Platforms

When you're implementing agile processes, creativity is key. The LEGO® SERIOUS PLAY® method helps you to develop your own style.



### Table Soccer Championship

Agile methods in the evening event, too! The Table Soccer Championship connects team building, sport, fun and networking. May the best team win!



## Amongst others with speakers from:



Audi



**BOSCH**

Invented for life



”

Very positively as different challenges were posed and discussed by some big OEMs and suppliers.

## TOPICS 2018

- Agile collaboration
- agile@scale
- Agile beyond software
- Agile organizational structures
- People in an agile environment
- Product development

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Good opportunity to connect with the agile community in automotive.

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You'll get some insights in the state of the art @ Agile, find a lot of interesting contacts and get some new thoughts for the topic.



# 14th November 2018 – First Conference Day

8.30 Registration

## WORKSHOP 1, 2 & 3 PART I

PARALLEL

## WORKSHOP 4, 5 & 3 PART II

PARALLEL

9.00 – 10.30

11.00 – 12.30

### WORKSHOP 1

Team Dynamic – High performing teams as the foundation for agile organization



Karin Berggren,  
MMD Consulting AB

*In this session we will reflect and introduce the concept around creating Team Dynamics in four steps. In a world of constant change, rapid development and demands on an agile mindset the team dynamics will be crucial to make it work.*

10.30 Break

### WORKSHOP 4

Continuous delivery pipeline in scaled agility



Peter Pedross,  
PEDCO AG

*Building large-scale software and cyber-physical systems are one of the most complex and challenging endeavours in the industry today.*

*There are some emerging practices from industries like Automotive-, MedTec and Finance which approach this complexity in different manners. In this presentation, we would like to outline some of these aspects and discuss its pro's and con's and how it is applied in scaled agility such as for example in SAFe.*

### WORKSHOP 2

Design Sprint - How to validate new product ideas in just five days



Stefan Wunder,  
AVL List GmbH

*In this session participants will work in small teams to simulate a design sprint. Each team will work on a product challenge, brainstorm ideas, create designs, build a prototype and perform a user test.*

10.30 Break

### WORKSHOP 5

Accelerate the product innovation cycle and foster an internal culture of experimentation and innovation



John Sheffield, Dr Ingo Franke,  
Rhodri Cave, Mi-GSO & Pcbued

*In this session we will introduce the concepts of Design Thinking, Lean Start Up and Agile at Scale to demonstrate how to produce visible business progress by iterating and proving product or service ideas in just 12 weeks.*

*During the workshop the participants will work in teams to quickly filter and select high impact initiative hypotheses and refine one idea using a business model canvas and other tools. We will also consider the culture and leadership traits required for the approach.*

### WORKSHOP 3 – PART I

10.30 Break

### WORKSHOP 3 – PART II

Scaled system engineering development approach across company borders



Frank Besemer & Frank Sazama,  
Kugler Maag Cie

*During the workshop the participants will build various teams to simulate system engineering in an agile environment. All participant will work on a common product and will (hopefully) complete it during the workshop.*

12.30

## BUSINESS SPEED DATING



13.00 Lunch

14.00

### Welcome



Horst Hientz,  
Kugler Maag Cie

14.15

### Transformation journey at national electric vehicle sweden AB (NEVS) – “Make it happen”



Karin Berggren,  
MMD Consulting AB



Frank Smit, National Electric Vehicle Sweden AB  
(NEVS; previously: SAAB)

15.00

### Scaled Agile for development of autonomous driving at BMW



Norman Hauke & Joachim Schmidt, Scrum Master,  
BMW Group

15.40 Coffee Break

16.10

### Elements of the agile Transformation



Stefan Weber,  
Continental Automotive GmbH

16.50

### Agile4Architects – challenges and experiences



Thomas Wunderlich,  
Robert Bosch GmbH



Walter Bernet & Dr Ulrich Bodenhausen,  
Vector Consulting Services GmbH

17.30

### New VDA working group ‘Agile Collaboration’



Martin Hurich,  
Robert Bosch GmbH



Michael Hübler,  
BMW Group

18.00

### Project To Product: Transforming Car Development with the Flow Framework



Dr Mik Kersten,  
Tasktop

18.30

### Closing – Day 1

Horst Hientz

19.00

### DINER AND SOCCER TABLE TOURNAMENT



Meet and mingle with other participants.  
Make new friends. Exchange your personal experience  
on your agile in automotive projects.



# 15th November 2018 – Second Conference Day

8.00 Registration – Day 2

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8.30  
**Welcome and Summary Day 1**



Horst Hientz,  
Kugler Maag Cie

8.45  
**IoT goes mainstream: An end to the hype**



Dr Stefan Ferber,  
Bosch Software Innovations GmbH

9.30  
**Full speed towards full agile – the journey continues**



Maria Hansson,  
Volvo Cars

10.15 Coffee Break

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10.45  
**Learn the pitfalls in Adopting “Agile” which may prevent achieving breakthrough value**



James Janisse,  
TomTom International B.V.

11.25  
**Agility lives up to its promise, what now? An organization beyond agile pilots**



Jill Korte,  
Hella GmbH & Co. KGaA



Sergej Weber,  
Kugler Maag Cie

12.10

## SPECIAL SESSION

### How to work agile

When you're implementing agile processes, creativity is key. The LEGO® SERIOUS PLAY® method helps you to develop your own style.



Sven Poguntke, Specialist in innovative tools and methods, certified trainer of the LEGO®-SERIOUS-PLAY® method

13.10 Lunch

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14.10  
**From waterfall-based to scaled agile with all software suppliers**



Christian Balzer,  
Audi AG



Kurt Jäger,  
Kegon AG

14.45  
**Agile – make people great**



Axel Schröder,  
AS&P and a representative of Porsche

15.30 Coffee Break

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16.00  
**Agile and market-oriented product development in the automotive industry – the e.Go success story**



Dr Myron Graw & Dr Simon Schiwiek,  
KEX Knowledge Exchange AG

16.30  
**PANEL DISCUSSION**

**Searching for the “right” agile scaling model?**  
Participants to be announced

17.15  
**Closing & Outlook 2019**  
Horst Hientz

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17.30 End of the Conference

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## Partner



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Sponsorship and Exhibition opportunities are available.

## BOOK NOW!

The Agile Automotive conference is the perfect place to present your company, products and services to an exclusive gathering of potential clients. Why not use our event to anchor your company more strongly in the industry?

To learn more about sponsoring and exhibition opportunities or target group identification, contact:



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Horst Hientz  
Kugler Maag Cie

 Your personal registration code



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**REGISTER  
NOW**

	Register until 31.08.2018	Register by 12.10.2018	Regular FEE
<b>Agile Automotive</b> 14 – 15 November 2018, Stuttgart, Germany	<b>1,300 €* </b>	<b>1,500 €* </b>	<b>1,700 €* </b>

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\* excl. VAT per person

- A substitute may attend in your place at no additional cost.
- The fee covers full conference documentation.
- You can find our terms and conditions online at: [www.euroforum.de/agben](http://www.euroforum.de/agben)



## YOUR VENUE

DORMERO Hotel Stuttgart  
Plieninger Str. 100, 70567 Stuttgart, Germany  
+49 (0)711.7210

In the conference hotel, there is a limited allocation of rooms available at a reduced price. Please arrange the room reservation directly with the hotel quoting the reference "Euroforum event".

## NEED TO UPDATE YOUR CONTACT DETAILS?

Please call us or send an e-mail:  
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