FROM NOW TO (i)NEXT.

AGILE PROZESSE UND METHODEN FÜR AUTOMATISIERTES FAHREN.
A C E S – THE FUTURE OF MOBILITY.

CONNECTED
- Artificial intelligence
- Connectivity
- New sportiness

ELECTRIFIED
- Hydrogen
- Electrification
- Sustainability

AUTONOMOUS
- Purpose-built
- Highly automated driving

SHARED
- Interior of the future
WE ARE ON OUR WAY TO iNEXT.

„An Organization‘s Ability to Learn, and Translate the Learning into Action rapidly is the Ultimate Competitive Advantage.“
Jack Welch
AUTONOMOUS DRIVING IS A COMPETITION BETWEEN VERY DIFFERENT PLAYERS.
BMW HAS CREATED A STRONG SETTING FOR THE DEVELOPMENT OF AUTONOMOUS DRIVING TO SHAPE THE FUTURE OF MOBILITY.

Core cooperation
HD Map
Artificial Intelligence
Non exclusive platform

Development partners
Cloud / Backend
Sensors

Data storage

40 HAD/ FAD fleet
end of 2017

Autonomous driving

40 HAD/ FAD fleet
end of 2017

Sensors

Data storage

HD Map

Artificial Intelligence

Non exclusive platform

BMW

Transformation
THE TRANSFORMATION GOES FAR BEYOND TECHNOLOGY.

METHODS & STRUCTURES: More with LeSS.

OR A SUCCESSFUL TRANSFORMATION WE NEED AN OVERALL APPROACH.
WATERFALL MODEL VS. AGILE DEVELOPMENT. WHY LeSS?

WATERFALL MODEL
Sequential product development

- Requirement
- Design
- Implementation
- Verification

Time

- Documentaton
- Preliminary Product
- End Product

ADAPTIVE METHODS
Incremental and iterative product development

- Adaptivity
- Learning
- Focus on max. customer value

LEARNING

ADAPTIVITY

FOCUS ON MAX. CUSTOMER VALUE
MORE WITH LeSS: WE’VE GOT STARTED WITH LeSS – CREATING NEW ROLES IN THE NEW FRAMEWORK.

WHAT.

PRODUCT VISION & DIRECTION
- PROVIDE VISION AND DIRECTION
- PRIORITIZE FEATURES
- UNDERSTAND USERS AND MARKETS
- SUPPORT ORGANIZATIONAL STRATEGIC DIRECTION

HOW.

PRODUCT CREATION & DELIVERY
- CREATE PRODUCT
- DELIVER PRODUCT INCREMENT
- DECONTRIBUTE AND INTEGRATE
- IMPROVE PRODUCT CREATION
- CLARIFY FEATURES
- UNDERSTAND USER AND PROVIDE WORK WITH THEM

INVOLVED.

PRODUCT OWNER
- SUPPORT CONTINUOUS IMPROVEMENT

MANAGERS
- IMPROVE CAPABILITY OF DEVELOPMENT SYSTEM
- DESIGN STRUCTURE AND POLICIES

TEAM
- SUPPORT ORGANIZATIONAL capability IMPROVEMENT

INVOLVED.
THE CHANGE WE ARE DRIVING FORWARD IS NOT ONLY ABOUT TECHNOLOGY, IT’S ALSO ABOUT WORKING MODELS.
THE TRANSFORMATION GOES FAR BEYOND TECHNOLOGY.

methods & structures: More with LeSS.

infrastructure:

Enabling Structure.

or a successful transformation, we need an overall approach.
WELCOME@OUR AUTONOMOUS DRIVING CAMPUS.

4th FLOOR: FLEX OFFICE FOR PO ORGANISATION.

3rd to 1st FLOOR: SPACE FOR FEATURE TEAMS.

GROUND FLOOR: VEHICLE INTEGRATION LAB.
FLEXIBLE WORKSPACE FOR PO ORGANISATION AND FEATURE TEAMS.
FOR THE HUGE AMOUNT OF DATA WE NEED A DATACENTER.
THE TRANSFORMATION GOES FAR BEYOND TECHNOLOGY.

For a successful transformation we need an overall approach.

Infrastructure: Enabling Structure.

Methods & Structures: More with LeSS.

People: Culture follows Structure.

OR A SUCCESSFUL TRANSFORMATION WE NEED AN OVERALL APPROACH.
THE WINNING FORMULA IS TO ADOPT A LEAN AND AGILE MIND-SET, BOTH ACROSS THE ORGANIZATION AND WITHIN COLLABORATIONS.

SHORT DISTANCES, FAST COMMUNICATION
INTERDISCIPLINARY TEAMWORK FOR COMMON TARGET
CENTRAL BASE FOR WORKSHOPS, SIMULATION AND VALIDATION.

HIGHERLY EFFICIENT AGILE PRODUCT DEVELOPMENT NEW ORGANISATION MODELS
SCALABLE AND OPEN FOR PARTNERS.

15. June 2018 | Daniel Heinen
THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT