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OU to host 7th annual AUTO^e conference April 23-24

Rochester, Michigan, February 20, 2007 – Now in its seventh year, the 2007 AUTO^e conference promises to deliver pragmatic insight into the state of information technologies within the auto industry by the thought leaders best equipped to do so—automotive CIOs. The conference will be held at Oakland University April 23-24.

The theme of this year’s conference, “Automotive IT: Living in Interesting Times,” reflects the changing, challenging and uncertain environment that automotive information technology leaders face.

These “interesting times” can be exciting, as new concepts and technologies such as Service Oriented Architecture (SOA), Software as a Service (SaaS), Product Lifecycle Management (PLM), product and plant virtualization and simulation, and security and identity management are giving information technology leaders different and better ways of addressing automotive business issues. But there is another, darker aspect of “interesting times”: the “interesting” aspect of dealing with industry turmoil, severe financial constraints and budget cuts for crucial projects, and disruptive business restructuring and divestitures.

Of course, today’s information technology leaders are required to deal with both positive and negative issues. Learning how CIOs balance these interests will elucidate the opportunities and threats facing automotive information technology participants.

In announcing that this year's AUTO^e Conference would be held at Oakland University, Michael Grieves, the founder and conference chair, said, "I am delighted to be bringing AUTO^e to Oakland University. In its seventh year, AUTO^e is an event that attracts the thought leaders and decision makers in automotive IT. It is a great opportunity to hear how information technology is making an impact on the issues facing the automotive industry by the CIOs who deal with them every day. Oakland University is known for both thought leadership and a practical approach, so it is a great fit."

Monday's program, which runs from 8 a.m. to noon, will consist of two tracks: PLM, Enterprise, and Supply Chain; and Information Lifecycle (ILM), Security, and Retention. The PLM, Enterprise, and Supply Chain workshop, moderated by Michael Grieves, will focus on the use of digitalization and virtualization in developing, manufacturing and servicing products. The ILM, Security, and Retention workshop, moderated by John Crary, will focus on the issues of automotive industry information, including security, information retention and disposal, and information sharing across supply chains.

Tuesday's program, from 9 a.m. to 5 p.m., will feature the highly acclaimed CIO Spotlight. Automotive industry CIOs and executives will present insightful and focused presentations on their issues and top initiatives, followed by a candid question and answer session. Scheduled speakers include Lorie Buckingham, Avaya; John Crary, Lear Corporation; Kirk Gutmann, General Motors Corp.; Susan Kampe, JCI; and William McFarlane, Siemens. Lunch is included, and a networking cocktail hour will conclude the program.

AUTO^e will be held in the Oakland Center Banquet Rooms on the campus of Oakland University, located at 2200 N. Squirrel Rd. in Rochester. Cost to attend the two-day event is \$495. Learn more or register online at www.sba.oakland.edu/autoe/.