openMDM 5
“Thoughts on Strengthening the Working Group”

by Dr. Hans-Jörg Kremer, Peak Solution GmbH, May 2021
Working Group’s situation today

- „Message“ is out of date
- Activities are mainly „development driven“
- „Future orientation“ is extremely limited

We does not attract anybody to become part of the working group!
Statements of former members
(exemplary and analogously)

- Daimler: „There are currently no departments or executives interested in openMDM 5“

- Audi: „openMDM 5 does not longer play a strategic role in our company, because it does not longer meet our new requirements“

- HighQSoft: “Membership in the working group has no longer advantages for us and does not pay off for us“
## Expectations of different groups

<table>
<thead>
<tr>
<th>Expectations</th>
<th>Users (OEMs, Supplier)</th>
<th>Tool Vendors</th>
<th>Service Provider</th>
<th>Other Working Groups</th>
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<tbody>
<tr>
<td>Controlled exchange and maintenance of software components</td>
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<td>Joint funding of software development and maintenance</td>
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<td>Targeted elaboration of best practices, recommendations and standards</td>
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<td>Creation of new business opportunities with customers and prospects</td>
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**Sufficient starting points to “reactivate” the working group!**
What should be done?

- Address current (!) industry issues and problems
- Collect new business requirements
- Discuss Good Practices
- Exchange application examples and experiences
- Provide integration approaches

This should be coordinated by the Steering Committee and done in various constellations and sub-groups with specifically selected guests.
Examples of current industry topics

- Cloud Computing
- Advanced Analytics
- Big Data
- Domain-specific Solutions
  - Scenario-based validation of ADAS
  - Management of bus data
  - Management of functional data
  - Comparison of measurement data with simulation data
What should be done?

- Specific addressing of different target groups
- Invitation to the joint discussion of specific requirements (even without a membership)
- Dissemination of solution concepts, application examples, future ideas
- Ongoing networking with other industry initiatives

This should be coordinated by the Steering Committee and carried out by the Eclipse Foundation in close collaboration with individual members as voluntary work.
Examples for addressing target groups

Well-prepared information events and workshops

- Addressing companies via proper ASAM working groups (e.g. openTEST)
- Addressing new application areas and domains at existing (or former) openMDM working group members (e.g. at BMW, Siemens, Daimler, etc.)
- Addressing known openMDM 4 user (e.g. Volvo, PSA, Skoda, Eberspächer, etc.)
- Information event for Japanese companies via Toyo Corp. (= partner of Peak Solution)
- Information event for Chinese companies via C-ASAM and Peak Solution Shanghai
- Information event for US companies via White Pine (= partner of Peak Solution)
- Workshops with working groups of ProStep ivip (e.g. FDX working group and others)
- Workshops with other Eclipse Automotive Working Groups (e.g. openADx or openPASS)
- Workshops with Tool Vendors (e.g. ...)

"Market" Development
Primary Goals

- Improving the “visibility” of openMDM
- Increasing the “interest” in openMDM
- Establishing a better “understanding” of openMDM
- Promoting the “use” of openMDM’s ideas and concepts as well as the components in concrete projects

Result:
We will automatically win ("force") new user groups, tool providers and service providers to become part of the working group!
Proposal to continue

- Annual membership fee of EUR 3,500.00 (2021 proportionally)
- Each member has a vote in the **Steering Committee**
- Member can **participate in sub-groups and marketing related events** at any time (= influence on content as well as easier access to information and potential customers)
- **Guests** (sponsors, interested parties, etc.) can be invited to participate in subgroups or marketing events at any time
- Steering Committee elects a working group **leader/speaker** who will drive the “solution and marketing development” in close coordination with Eclipse
- Only what is absolutely necessary is financed from the **existing fee budget** (= contributions, quality assurance, bug fixing)
- Absolutely necessary is that members provide **voluntary additional human resources** (possibly funded via running internal projects)