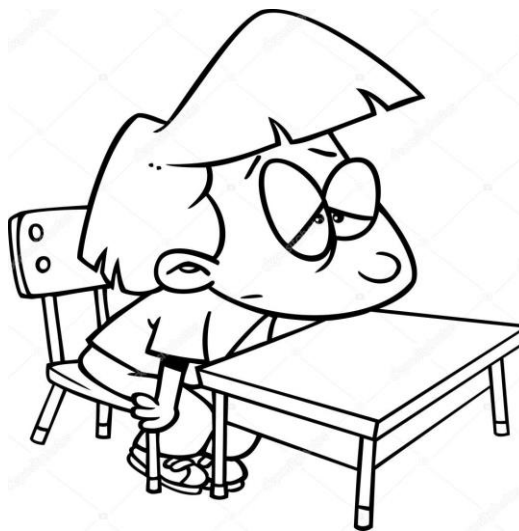


# openMDM 5 “Thoughts on Strengthening the Working Group”

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- „Message“ is out of date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“



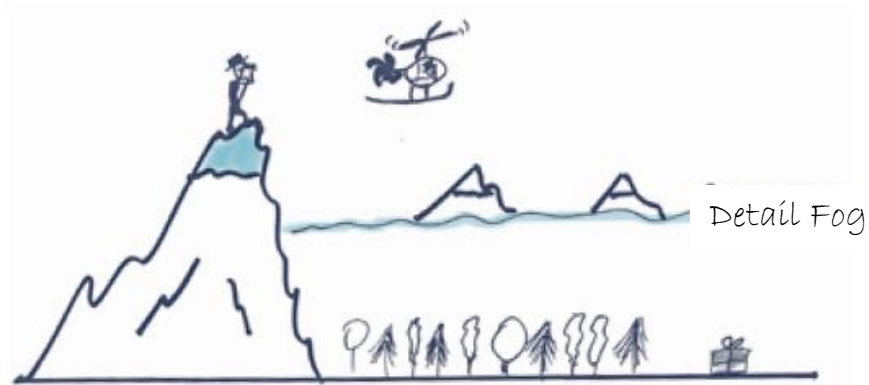
# Expectations of different groups

Expectations	Users (OEMs, Supplier)	Tool Vendors	Service Provider	Other Working Groups
Controlled <b>exchange</b> and maintenance of software components				
Joint <b>funding</b> of software development and maintenance				
Targeted elaboration of <b>best practices</b> , recommendations and standards				
Creation of new <b>business opportunities</b> with customers and prospects				

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

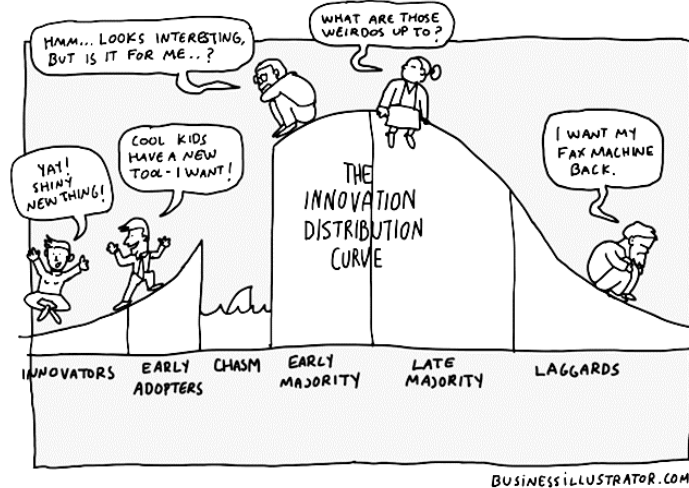


„Solution“ Development

**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



”Solution“ Development

- 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 targeted groups

„Market“ Development

## 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. ...)





# 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)





# openMDM 5 Eclipse Working Group