

# **The Future of ASAM in the Americas & Q&A**

## **October 26, 2016**

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# Agenda

- |          |                                       |
|----------|---------------------------------------|
| <b>1</b> | What we have done so far (recap)      |
| <b>2</b> | What do we need (to do) going forward |
| <b>3</b> | Q&A with ASAM Board of Directors      |

# What we have done so far (recap)

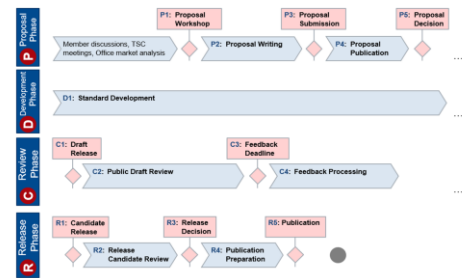
- ▶ Ongoing activities in USA
- ▶ ASAM Internationalization
- ▶ Learnings from Japan activities

## ASAM Project Handbook

### 4 Types of Projects

- Standard Development Projects
  - New Standard Development
  - Revision Development
- Implementation Project
  - Supports the development of standard-based, commercial products (e.g. development tool kit)
  - Reduces the development costs of commercial products (e.g. source code)
  - Tests standard compliance of commercial products (e.g. checker tool, test suite, source code)
- Concept Project
  - Provides justification or proof for the usefulness, practicability and feasibility of the proposals
    - Feasibility Studies, Requirements Evaluation, Technology Surveys, Prototype Development, Performance Benchmarks...
- Study Projects
  - Provides an organizational structure to study or analyze specific aspects of ASAM standards in a collaborative way

### Standard Development Process



**Driving New Efforts**  
Becoming more active in the Americas

**End User Meetings**




**Telematics Steering Committee**



**Connectivity  
Mobility  
Automation**

**Working Group: Big Data and ASAM ODS**



**Project Description**  
Investigate Big Data Technologies for use in the Automotive marketplace

- data bases (e.g. NoSQL),
- distributed file systems (e.g. HDFS),
- file formats (e.g. Parquet), and
- search and visualization (e.g. Spark/Tableau)

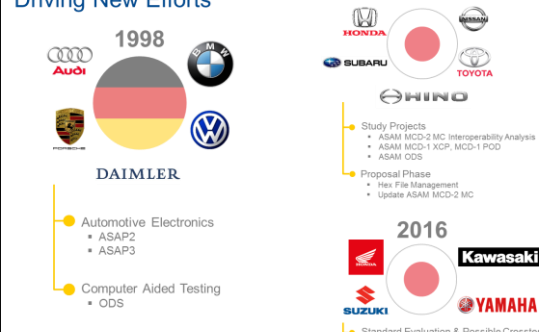
**Project Status**  
Currently writing proposal for next steps and staying in alignment with activities of the ODS 6.0 group

**Notes**

- Second project initiated by an organization(s) in North America
- First multi-continent concept project
- Very fast moving industry

**Timeline:** Spring 2014, Fall 2015, Spring 2017

**Driving New Efforts**



**1998**

**DAIMLER**

- Automotive Electronics
  - ASAP2
  - ASAP3
- Computer Aided Testing
  - ODS

**2016**

- Study Projects
  - ASAM MCD-2 MC Interoperability Analysis
  - ASAM MCD-1 XCP, MCD-1 POD
  - ASAM ODS
- Proposal Phase
  - Hex File Management
  - Update ASAM MCD-2 MC
- Standard Evaluation & Possible Crossref
  - ASAM MCD-2 MC

# What we need (to do) going forward



▶ ROI – keeping engaged

**Bring new topics**

**Drive updates to standards**

**Engage with ASAM**

**Need your help**

- ▶ How can ASAM improve engagement?
- ▶ What support is needed / topics of interest?

## Q&A with ASAM Board of Directors

# THANK YOU