ASAM | Association for Standardisation of Automation and Measuring Systems

ASAM Telematics Workshop

Novi, MI
31 March 2016

Agenda

1.
   Who is ASAM
2.
   Advantages to working in ASAM
3.
   ASAM Process
4.
   ASAM's Role in Today's Workshop
5.
   Joining ASAM

Who is ASAM

- ASAM is an **international community of experts** who understand non-competitive use cases in engineering, simulation, development, testing, and manufacturing.
- This community defines standard interfaces and formats for simplifying the data exchange.

Measurement & Calibration	ECU Networks	Test Automation
ASAM MCD-1 XCP, ASAM MCD-2 MC, etc.	ASAM MCD-2 NET	ASAM MCD-3 MC / D, ASAM XIL, etc.
Diagnostics	Software Development	Data Management & Analysis
ASAM MCD-2 D (ODX)	ASAM MDX, ASAM MBFS, etc.	ASAM ODS, etc.

Telematics

ASAM | Association for Standardisation of Automation and Measuring Systems

Who is ASAM

Solutions

German Arbeitskreis

5 Directors of Development agree to cooperate with their suppliers.

Audi BMW DAIMLER Porsche VW

1991

ASAM e.V.

Foundation of a registered association

1998

Internationalization

ASAM's community is growing internationally with OEMs, Tier-1s and Tool Vendors joining from

- EU
- Asia
- North America

2008

New Areas for Standardization

- March 31, Telematics Workshop
- Dec. 2015 Conference on „Big Data in Future Car Development"

2016

Challenges

1980 / 90s

- Pressure to cut costs & optimize processes
- Introduction of electronics & computers in development process

➔ **Proprietary test solutions with incompatible interfaces & data formats**

Since 2000

- IoT, Wireless Communication and Autonomous Driving cause the industry to use new technologies

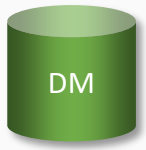
➔ **New challenges arise that require standardized solutions**

Key Attributes of ASAM

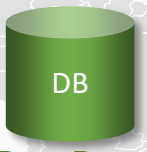
ASAM – a knowledge grid for international intercompany collaboration

- ASAM is the **right size** organization to quickly develop solutions
- ASAM is a **global** association
- ASAM is composed of industry technical **experts**
- ASAM **invests membership fees** into standard development

ASAM is developing standards around:



Data Model



Data Base

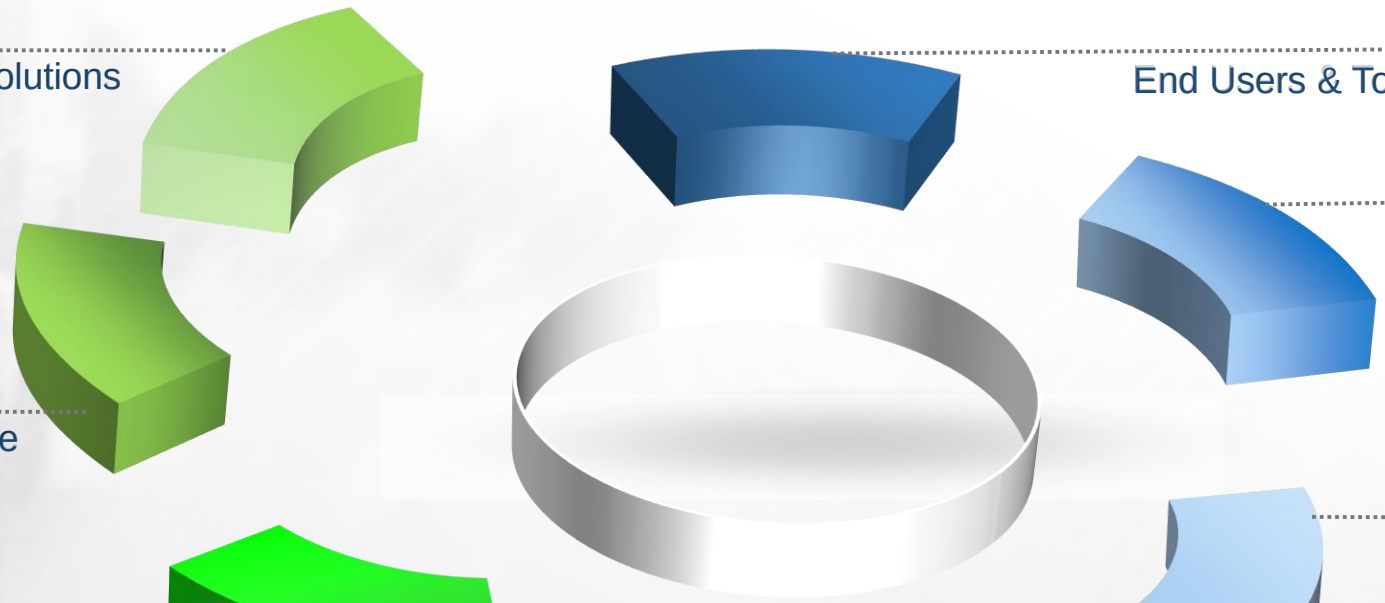
File Format

Communication API

SW-component API

Communication

Advantages to working in ASAM



Proven solutions

End Users & Tool Suppliers at one table

Active community of experts in Measurement & Calibration, Diagnostics and Data Systems

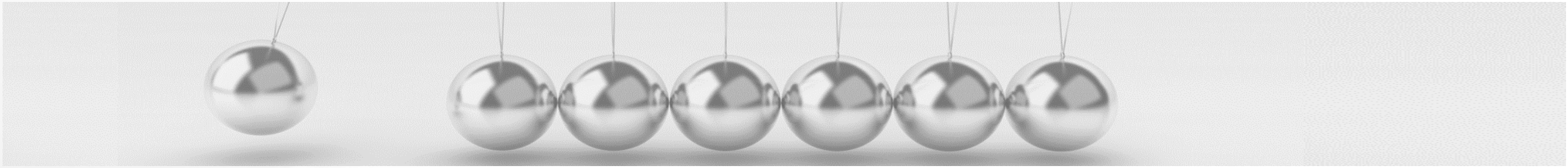
Support from central office

Right size and right community to quickly develop solutions

Requirements driven by Global OEMs / Large Tier 1s

Well established global organization and processes

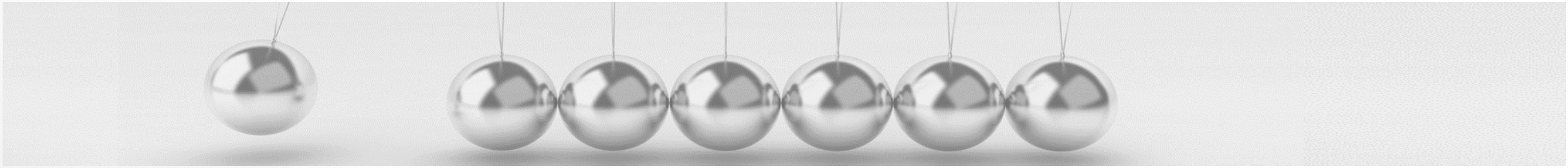
ASAM Process



OPEN FOR INDUSTRY | **ASAM MEMBERSIP REQUIRED**

Phase I Idea-Creation	Phase II Proposal	Phase III Development	Phase IV Review	Phase V Release
Tasks ▪ New technical domains ▪ Identify business use cases ▪ Market forecast: 5 – 10 yrs. ▪ Assigning resources for work group	**Tasks** ▪ Consolidate requirements into a proposal ▪ Define work packages ▪ Resource commitment	**Tasks** • Development of standard • Documentation of Specification	**Tasks** ▪ Review specification ▪ Last issue fixes	**Tasks** ▪ Publication of Standard ▪ Marketing ▪ Legal Representative
Who All Industry End User Representatives	**Who** ▪ Work group ▪ All Members	**Who** ▪ Work group	**Who** Work group All members	**Who** All Industry End User Representatives

ASAM Process – Ideation



Regional End User Advisory Council

Goal
Identify, align, and consolidate common mobility industry concerns

Tasks
- Market forecast (5 – 10 year timeframe)
- Develop business use case scenarios
- Assign appropriate resources

Automotive OEMs / Tier-1s
High level engineer management

Use Case Definitions Workshop

Goal
Develop and document business and technical use cases from an End User's point of view

Tasks
- Understand technical requirements
- Understand financial impact
- Understand business use cases
- Assign appropriate resources

Automotive OEMs / Tier-1s:
Technical engineering management with global profit and loss responsibility

Proposal Workshop

Goal
To identify, align, and consolidate technical use cases

Tasks
- Develop requirements
- Investigate new / future technologies

Automotive OEMs / Tier-1s / Tool Vendors & Telematics Service Providers
Technical engineers

Use Case Definition Workshop Organization – Role Allocation

Promote project to global community

Process mentor

Provide support where necessary

Ensure establishment of Team Charter

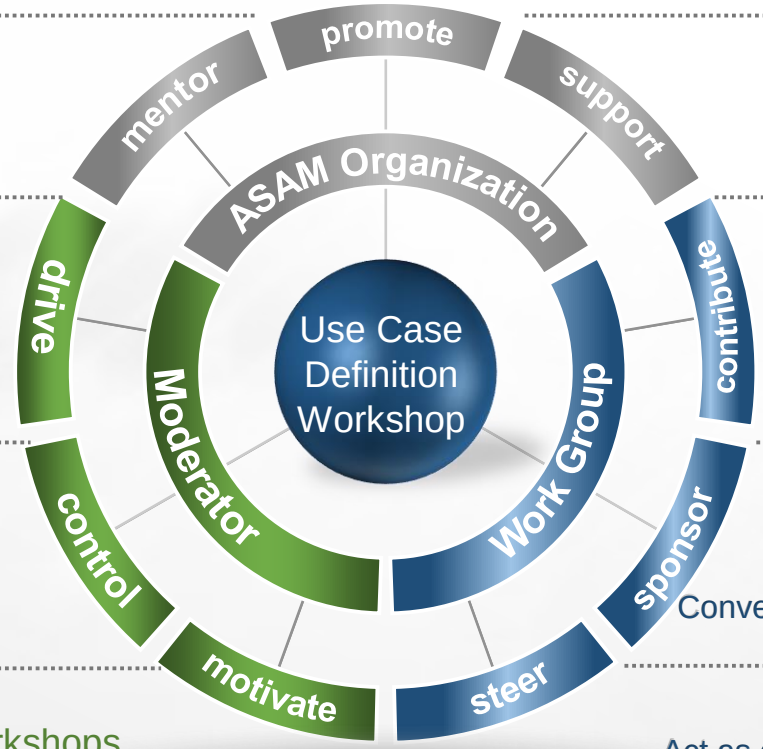
Contribute expert knowledge:
- Use Cases •
- Risks, other standard develpment, etc. •
- Represent your organization •

Operative Planning & Controlling

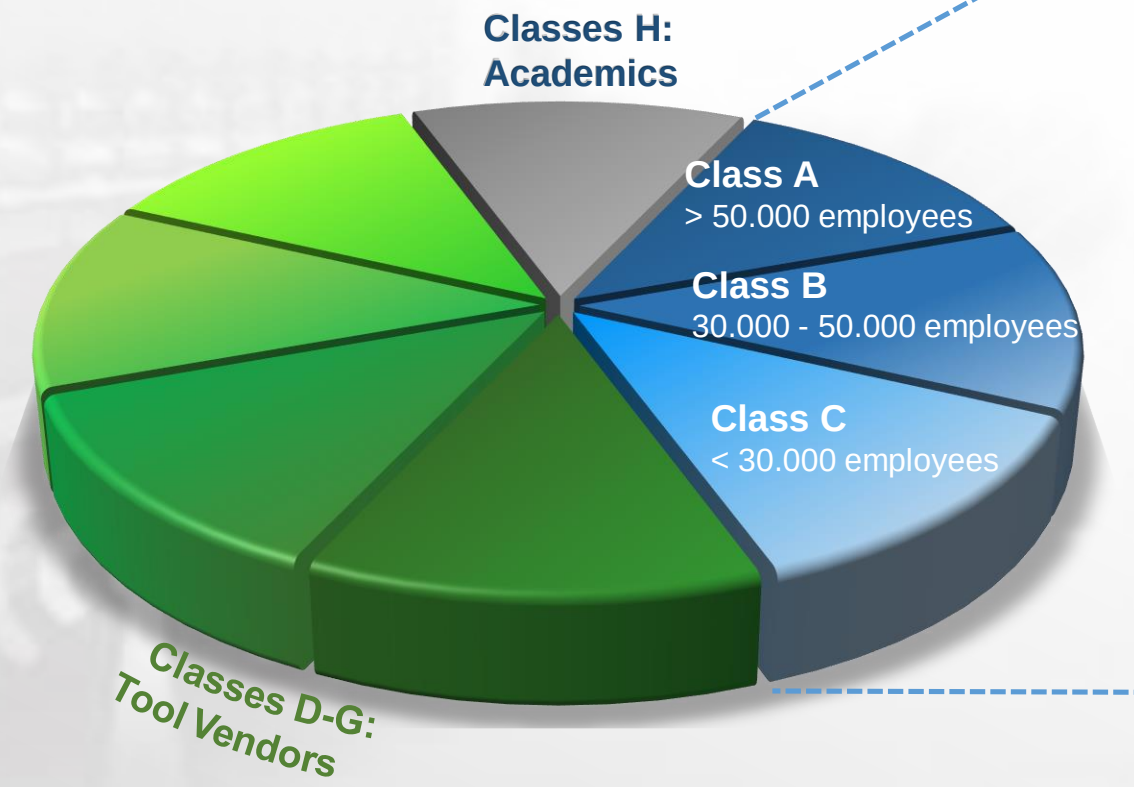
Sponsor ASAM Activities:
- Engage your engineers in Proposal Workshop •
- Represent project in public •
- Convey ASAM objectives back into your organization •

Make sure that group will steer and sponsor further Proposal workshops

Steer future ASAM Activities
- Act as group of experts who steer future development •
- Monitor and steer further project activities •



Joining ASAM



End Users (OEMs & Large Tier-1 Suppliers)

Choice: Executive or Passive Membership

	Executive Members	Passive Members	Non-Members
Participation in ASAM standardization projects	✓	✗ (only Ideation, Proposal, Review)	✗ (only Ideation)
Participation in ASAM study groups	✓	✓	✗
Access to the ASAM Community Portal	✓	✓	✗
Able to be elected to Board of Directors	✓	✗	✗
Able to be elected to the TSC	✓	✗	✗
Voting rights at General Assembly	✓✓✓	✓	✗
Free download of standards and software	✓	✓ (software: discounted)	✗

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ASAM Telematics Workshop

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