

SOFTWARE

SYSTEM SOFTWARE (OS)



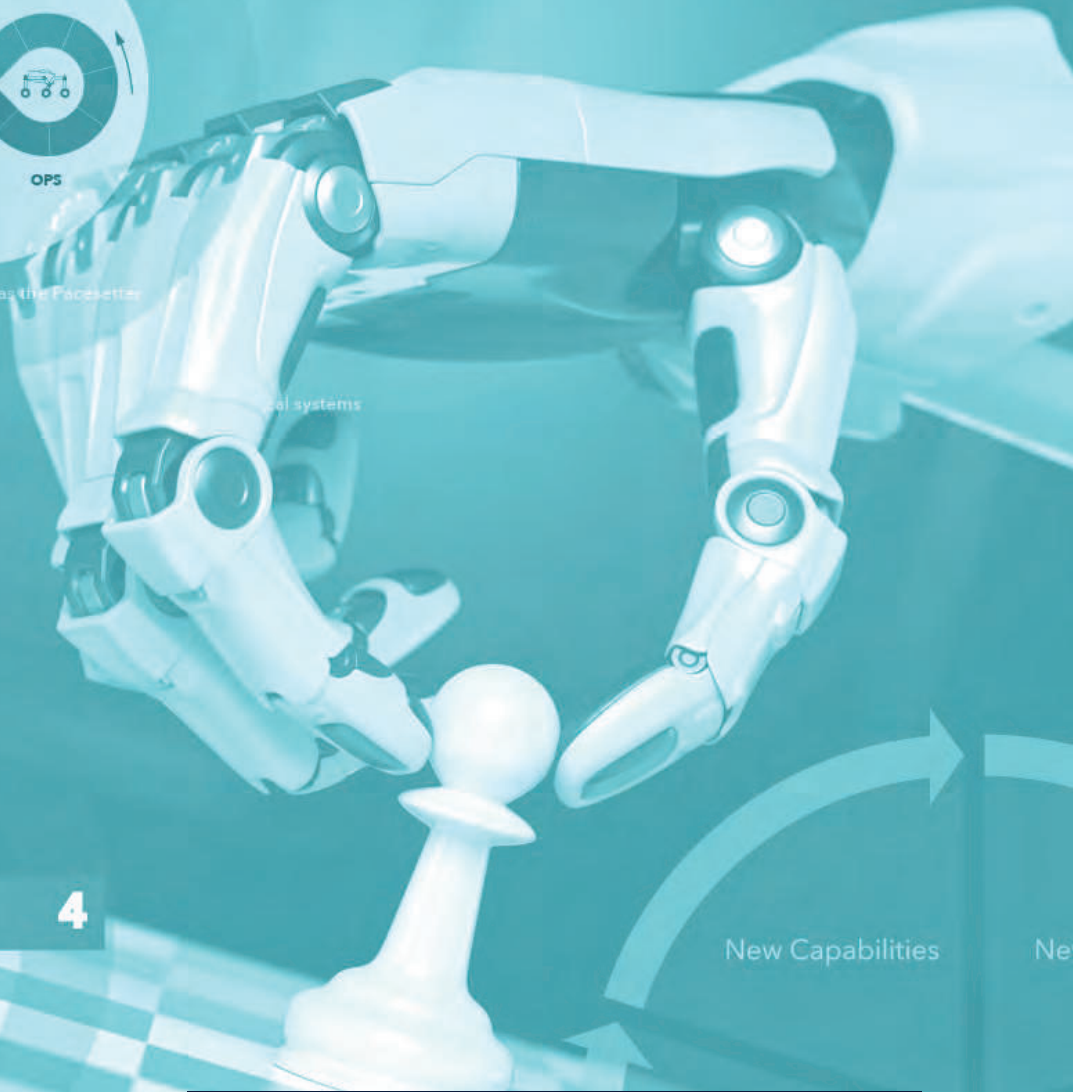
New Development and Synchronization concepts



Hardware Cycles

Software Intelligence as the Facilitator

AI systems



2

4

3

Strategy Discussion

New Capabilities

Ne

Responsibilities



prostep IVIP

prostep ivip White Paper

Strategy options for the prostep ivip Association

reflected in the needs and changes in the industry

New Value Chain / Partnership

Content

Page

| | |
|--|-----------|
| Introduction | 3 |
| 1. The context of the transformation | 4 |
| 2. The core drivers of change | 5 |
| 2.1. Ecological footprint | 5 |
| 2.2. Future market and customer requirements | 5 |
| 2.3. Digitalization | 6 |
| 2.4. People and skills | 6 |
| 3. How does change work | 7 |
| 4. The future vision of the prostep ivip Association | 8 |
| 4.1. The role of the prostep ivip Association | 8 |
| 4.2. Addressing new membership groups | 8 |
| 4.3. The options available for change | 9 |
| 5. Suggestions for the realization of the future vision | 10 |
| 5.1. Beyond automotive | 10 |
| 5.2. Burden of proof/Homologation | 10 |
| 5.3. Data engineering | 11 |
| 5.4. In-product software | 11 |
| 5.5. Digital twin | 11 |



Dear Sir or Madam,

a range of strategic action areas in which the Association must act in order to be optimally equipped for the future.

We are convinced that the association's products and services must more closely reflect the paradigm shift brought about by the digital transformation in terms of development practices. Many industrial companies are searching for individual approaches to ways in which they can use digital tools to transform their development, manufacturing, service operations, etc. and develop new data-driven business models. Based on our observations of the context in which such companies act, we want to fine-tune our vision of the future and offer our members collaborative concepts that will help them get to grips with the digital future.

In this White Paper, we consider three of the strategic action areas, namely the association's image, its target group and area of activity, and its vision of digitalization. Based on observations of the current context and a definition of the main drivers of the digital transformation, we want to elaborate the association's vision of the future before going on to indicate the measures necessary for the realization of these aims. But we do not want to do this alone. We are constructing an extended working environment in order to enter into a dialog with key stakeholders and supporters of the association and discuss future collaboration in order to fine-tune the direction we want to take. This White Paper is intended as a basis for discussion and will be gradually extended by suggestions and ideas from external contributors. We want to promote the shared awareness which will help the association and its board set the right priorities for our future work.

The authors of this strategy paper are Armin Hoffacker (Robert Bosch GmbH), Dr. Bernd Pätzold (PROSTEP AG), Prof. Dr. Rainer Stark (Technische Universität Berlin), Dr. Henrik Weimer (Airbus), Philipp Wibbing (UNITY AG), Dr. Alain Pfouga (prostep ivip Association) and trade journalist Michael Wendenburg.

We would be delighted to have you "on board" with us and are certain that you will be able to give us valuable feedback so that we, acting as a community, can take the measures required by the digital transformation of industry.

Best regards,

pp Dr. Alain Pfouga
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