

Bosch

# CONNECTED WORLD

THE INTERNET OF THINGS CONFERENCE

September 27-28 | Chicago, Morgan Manufacturing



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## Why attend?

**Register now!**

**What you won't hear** during Bosch ConnectedWorld, is how many devices will be connected by year 2020. You will not hear about how many trillions of dollars will be spent on IoT solutions over the coming years. You will not hear about the next disruptive killer app idea, yet demonstrates no business value.

As one of the few IoT events hosted by an active provider and user of IoT solutions, Bosch has leveraged internal and external industry expertise and developed a program featuring proven IoT initiatives and business models, enabling technologies and architectures to drive digital excellence.

**Instead, you will hear about and more importantly experience connected solutions from Bosch and other innovative partners that drive productivity, efficiencies and revenue.** You will experience connected technology that lead to Bosch being **"Forbes: Most Admired" supplier, ranking first in 8 out of 9 categories to include most innovative, most stable and highest quality.**

### The 2-day program is focused on:

- IoT solutions and applications in **Manufacturing, Retail, Smart Cities, Mobility, Robotics** among other verticals
- Defining the digital enterprise and driving digital operational excellence
- Designing smart products, services and applications
- Enabling technologies including sensors, cloud & embedded software > [View program here](#)

You will learn about IoT implementations that currently drive business value, presented by well-respected industry leaders and global IoT players.



Brenna Berman,  
CIO, City of Chicago



Tim Cindric  
President,  
Penske Racing



Jim Heppelmann  
President and CEO,  
PTC



Joyce Mullen,  
VP & GM, Dell OEM  
Solutions



Mike Mansuetti,  
President,  
Robert Bosch LLC



Dev Ittycheria,  
President & CEO,  
MongoDB



Kofi Bonner,  
President, FivePoint



Caralynn Nowinski-  
Collens, CEO,  
UI Labs



Dan Makoski,  
Chief Design Officer,  
Garage Partners



Dr. Richard M. Soley,  
Chairman & CEO, IIC



Mark Hatch, CEO &  
Co-Founder,  
TechShop



Megan Neese,  
Senior Manager,  
Future Lab, Nissan

[View speaker line up](#)

## From **Big Data** to **Industry 4.0** [View program](#)

- Digital Enterprise
- Industrial Innovations
- Big Data & IoT
- Connected Mobility
- Connected Cities
- Optimized Ecosystems

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# PROGRAM

Day 1: Sept. 27

9:30 a.m. – 10:15 a.m. Welcome Remarks and Message from the Host



**Mike Mansuetti, President,  
Robert Bosch LLC**



**Dr.-Ing. Rainer Kallenbach, CEO,  
Bosch Software Innovations**

10:15 a.m. – 10:45 a.m. Keynote Message



**Richard Hook, Senior Vice President  
and CIO, Penske Automotive Group**



**Tim Cindric, President,  
Penske Racing**

10:45 a.m. – 11:25 a.m. Networking Break & Exhibition

## TRACK: Business Strategy

**Business leaders present to peers during constructive and motivational sessions focused on:**

- Defining digital enterprise strategies and driving digital operational excellence
- Identifying trends and learnings in IoT program evaluation
- Setting goals, key metrics and ROI of connected initiatives
- Implementing IoT solutions in Industry, Retail, Smart Cities, Insurance and Mobility as well as extending the value across the enterprise

## TRACK: Technology Enablement

**Leaders in technology present to peers during informative and comprehensive sessions focused on:**

- Designing and developing IoT applications in manufacturing, automotive, robotics, automation and more
- Enabling technologies including sensors, cloud, networks and embedded software
- Managing IoT architectures, platforms and security
- Designing smart products, services and applications

11:25 a.m. – 1:05 p.m.

## Driving Digital Transformation

Industries are going through a digital transformation powered by the IoT. Discover how designing and building IoT-empowered products and services can benefit your smart operations and customer engagement.

**Speakers & Panelists include:**

- Maribel Lopez, Strategic Advisor, Industry Analyst & Author, Lopez Research
- Mike Mansuetti, President, Robert Bosch LLC
- Kartik Subramanian, Director of Product Management, Mobile Commerce, Walgreens
- Joyce Mullen, VP & GM, Dell OEM Solutions
- Dr.-Ing. Rainer Kallenbach, CEO, Bosch Software Innovations

## Enabling Synergy – From Platform to Cloud and Beyond

An optimized IoT ecosystem requires a cohesive combination of disparate technologies. Discover how to build a complete and thriving IoT environment and how to leverage synergies at various levels.

**Speakers & Panelists include:**

- Dr. Stefan Ferber, Vice President Engineering, Bosch Software Innovations
- Davie Sweis, Vice President of Digital & Web Capabilities and Platforms, Robert Bosch LLC
- Lars Wolleschensky, CTO, ESCRYPT
- Kai Hackbarth, Evangelist & Co-Chair OSGi Residential Expert Group, ProSyst Software GmbH
- Mark Heckler, Principal Technologist & Developer Advocate, Pivotal
- Sunder Somasundaram, Head of Business Development & Developer Ecosystem Engagement, IoT Solutions, AT&T

# PROGRAM

Day 1: Sept. 27

2:20 p.m. – 3:50 p.m.

## Creating Innovative Business Models

The IoT is soon becoming a key differentiating factor in global competition. Learn about innovative ways organizations are capitalizing on interactions between connected products, machines and services to create collaborative business models.

### Speakers & Panelists include:

- Matthew Jennings, Regional President, Bosch Software Innovations
- Guillaume Pommier, Founder, CN2P
- John B. Rogers, Jr., CEO and Co-Founder, Local Motors

## In the Spotlight: IoT and Big Data

IoT and Big Data are the latest IT buzzwords, but more importantly, they are interrelated and set to transform business models. Find out what opportunities they present to businesses, where they can make the biggest impact and barriers to avoid.

### Speakers & Panelists include:

- Dev Ittycheria, President & CEO, MongoDB
- Pete Karns, Vice President Product Management & Design, Internet of Things, IBM
- Rahul Kapoor, Senior Director, Big Data Analytics, Robert Bosch LLC
- Dr. Soundar Srinivasan, Senior Manager Engineering, Data Mining Services and Solutions, Robert Bosch LLC
- Siddhartha Agarwal, Vice President, Product Management & Strategy, Oracle

3:50 p.m. – 4:30 p.m. Networking Break & Exhibition

4:30 p.m. – 5:30 p.m.

## Connected Smart Cities

Leaders and technology innovators of successful smart cities have implemented solutions and strategies to create sustainable, connected and safe environments. Hear and see what solutions and strategies worked for them as well as trends and challenges facing today's cities making the transformation.

### Speakers & Panelists include:

- Brenna Berman, CIO, City of Chicago
- Kofi Bonner, CEO, FivePoint
- Sheryl McKibben, Chief Marketing Officer, FivePoint
- Shaina Doar, Director of Policy, Sidewalk Labs

## Disruptive Industrial Innovations

Thanks to the Industrial Internet, advanced intelligence is being used in several industries. Hear from manufacturers and users on technical requirements, frameworks and developments that will continue to evolve as software and hardware become more connected.

### Speakers & Panelists include:

- Dr. Tom Bradicich, GM & VP, Servers & IoT Systems, HPE
- David Fuller, Chief Service Robotics Strategy and R&D Officer, KUKA
- Co-Presentation Airbus & TechMahindra, speakers to be announced

5:30 p.m. – 6:00 p.m. Closing Keynote Message



**Mark Hatch, CEO & Co-Founder,  
TechShop**

*Making the Future: What Will Makers Dream Up Next?*

6:30 p.m. – 9:00 p.m. Networking Reception

Network in a unique setting at Morgan Manufacturing's rooftop and continue discussions sparked during the event.

# PROGRAM

Day 2: Sept. 28

9:00 a.m. – 9:10 a.m. Welcome Remarks from the Host

9:10 a.m. – 9:40 a.m. Keynote Message



**Jim Heppelmann, CEO, PTC**

*Convergence of the Digital and Physical Worlds*

9:40 a.m. – 10:20 a.m. Keynote Message



**Mike Mansuetti,  
President, Robert Bosch LLC**



**Dirk Slama, Director  
Business Development,  
Bosch Software Innovations**



**Dr. Richard M. Soley,  
Chairman & CEO, IIC**

10:20 a.m. – 11:00 a.m. Networking Break & Exhibition

## TRACK: Business Strategy

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- Designing smart products, services and applications

11:00 a.m. – 12:40 p.m.

### Creating Ties Throughout the Value Chain

The Industrial Internet links everything – from the shop floor through the entire supply chain. Learn how the continuous drive for innovation within the manufacturing industry has accelerated the need for connected products and operations.

Speakers & Panelists include:

- Dr. Richard M. Soley, Chairman & CEO, Industrial Internet Consortium (IIC)
- Caralynn Nowinski-Collens, CEO, UI Labs
- Greg Petroff, Chief Experience Officer, GE Digital

### Advancing Connected Mobility Technologies

A connected vehicle and mobility environment requires robust, underlying technologies to provide consistent, synergistic and safe operations for all users. Learn about the latest applications, technologies and core systems making this environment possible.

Speakers & Panelists include:

- Matthias Schorer, Head of Strategy Consulting, CEMEA, VMware
- Keith Andrews, President, Bosch Engineering Group
- Robert Lock, Engineering Customer Projects Denoxtronic for Commercial Vehicles, Robert Bosch GmbH
- Dr. Jeffery Torrance, VP Business Development, Qualcomm

# PROGRAM

Day 2: Sept. 28

12:40 p.m. – 1:55 p.m. Networking Lunch & Exhibition

1:55 p.m. – 3:35 p.m.

## Keeping Pace: the IoT in Connected Mobility

Connected mobility has brought about change and challenges for automakers' value propositions. Discover how data privacy and security, evolving regulatory frameworks, safety and other factors and trends are creating these challenges.

### Speakers & Panelists include:

- Thomas Fellger, CEO, iconmobile group
- Roman Kuropas, CEO, Innova UEV
- Jim Fish, Chief Innovation Officer, Bosch Automotive Service Solutions
- Chuck Medhurst, GM Digital Services, BMW Technology

## Harnessing The Power of Design Thinking and UX in IoT

Industrial designers are applying UX design techniques to make IoT devices provide quality data -veracity and not just volume. Discover how we can change the way we design the products and eco-systems to make the most from the opportunities IoT gives us.

### Speakers & Panelists include:

- Paul Hatch, CEO, TEAMS Design USA
- Dan Makoski, Chief Design Officer, Garage Partners
- Megan Neese, Senior Manager at Future Lab, Nissan Motor Company
- Bharat Kapoor, Principal, A.T. Kearney
- Dan Ward, Co-Founder and VP, Detroit Labs

3:35 p.m. – 4:10 p.m. Keynote Message & Closing Remarks



**Dan Makoski, Chief Design Officer,  
Garage Partners**

*Improbable by Design - How open creativity supercharges innovation*

Conference Sponsors include

