

Handelsblatt Conference | 5-6 February 2020 | Munich, Germany

# Monetizing Car Data

IMPLEMENTING NEW DATA-DRIVEN  
BUSINESS MODELS



WITH INSIGHTS FROM

DAIMLER, BMW, HERE TECHNOLOGIES, AUDI, T-SYSTEMS

and many more

[www.monetizing-cardata.com](http://www.monetizing-cardata.com)

**Handelsblatt**  
Substance matters.

# Do you know how to create value from car data?

Vehicles generate multiple types of data, enabling different use cases. As a result several players along the value chain try to turn car data into valuable products and services. This international conference by Handelsblatt — Germany's leading business newspaper — provides a platform for the exchange of experiences and ideas regarding car data monetization. Join us to approach this issue strategically and don't miss the opportunity to discuss with key players and learn more about best practice examples.

## Main topics

- » Car Data's Value Potential
- » Use Cases and Challenges
- » Best Practice Examples
- » Platforms and Ecosystems
- » Legal and Political Regulations

## Highlights

- » Panel Discussions
- » Live Votings
- » Roundtable Session
- » Business Speed Dating
- » Networking Night



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Sponsorship and exhibition opportunities are available.

The Handelsblatt conference "Monetizing Car Data" is the perfect place to present your company, products and services to an exclusive group of potential clients.

To learn more about sponsoring and exhibition opportunities or the target group identification, contact:



**Jonas Gielen**  
Senior Sales Manager

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- 9.30 Registration with coffee & tea
- 10.00 **Welcome address & introduction by the chair**  
**Prof. Dr Thomas Hoeren**, Head of the Institute for Information, Telecommunication and Media Law, **University of Münster**
- 10.10 Analysis by BMW  
**Data-Driven Services for Safer and More Efficient Mobility**  
**Sebastian Zimmermann**, Head of Data Services Connected Car, **BMW Group**
- 10.30 Q&A
- 10.40 Analysis by Here  
**Platform Approaches for Profitable Connected Vehicle Services**  
**Dan Trainor**, Director of Strategy & Planning, **HERE Data Monetization & Marketplace**
- 11.00 Q&A
- 11.10 Comment of Otonomo  
**New Survey Results: How EU Consumers Regard Connect Car Data and Privacy**  
**Ben Volkow**, Founder & CEO, **Otonomo**
- 11.30 Q&A
- 11.40 Networking break
- 12.10 Best Practice Daimler  
**Car Data Use Cases**  
**Daniel Riexinger**, Senior Manager Big Data Analytics & Data Monetization, **Daimler AG**
- 12.30 Q&A
- 12.40 Best Practice Caruso  
**Efficient Access to Multi-Brand In-Vehicle Data**  
**Alexander Haid**, Managing Director, **Caruso GmbH**
- 13.00 Q&A
- 13.10 Networking lunch
- 14.10 Best Practice  
**How Leading Software and Internet Players Monetize Data – and what the Automotive Industry can learn from them**  
**Dr Martin Gehring**, Partner & Global Head of Automotive, **Simon-Kucher & Partners**  
**Jens Hasche**, Partner Software & Internet, **Simon-Kucher & Partners**
- 14.30 Q&A
- 14.40 Panel Discussion & Live Voting  
**Challenges along the Car Data Monetization Journey**  
**Franz Hubik**, editor, companies & markets, **Handelsblatt**  
 with  
**Dr Martin Gehring**, Partner & Global Head of Automotive, **Simon-Kucher & Partners**  
**Daniel Riexinger**, Daimler AG  
**Markus Soppa**, CDO, **acessec GmbH**
- 15.20 Legal Analysis  
**Regulating Data in the Digitized Automobile Industry**  
**Prof. Dr Thomas Hoeren**, Head of the Institute for Information, Telecommunication and Media Law, **University of Münster**
- 15.35 Q&A
- 15.45 Comment  
**Clean Data and the New Automotive Economy**  
**Dele Atanda**, CEO & Founder, **metaMe Inc**
- 16.05 Q&A
- 16.15 Panel Discussion & Live Voting  
**Who Owns the Data?**  
**Prof. Dr Thomas Hoeren**  
 with  
**Marion Jungbluth**, Leader Team Mobility and Travel, **Federation of German Consumer Association** (Verbraucherzentrale Bundesverband)  
**Dele Atanda**, metaMe Inc
- 16.55 Networking break
- 17.25 Best Practice T-Systems  
**How “Data-as-a-Product” will change the Economics in Mobility**  
**Oliver Bahns**, Head of Connected Mobility, **T-Systems**
- 17.45 Q&A
- 17.55 Best Practice AUDI  
**Traffic Light Information: New Business in Smart Cities**  
**Andre Hainzmaier**, Head of Development of Apps, Connected Services and Smart City, **AUDI AG**
- 18.15 Q&A
- 18.25 Summary and end of the first conference day
- 19.00 **Networking Night & Business Speed Dating**  
**Handelsblatt** cordially invites you to take the opportunity to network and exchange experiences in a relaxed atmosphere with food and drinks in a brewery which is located within walking distance from our conference hotel.



- 8.30 Welcome with coffee and tea
- 9.00 **Introduction & welcome address by the chair**  
**Prof. Dr Ulrich Lichtenthaler**, Professor of Management and Entrepreneurship, ISM International School of Management GmbH
- 9.10 **Data Value Creation - bringing fleets and OEMs together**  
**Stefano Peduzzi**, Vice President Technology Solutions & Operations, **Geotab**
- 9.30 Q&A
- 9.40 Comment  
**What is the Value of Trust? Reflections about the Essential Preconditions of Car-Data-Based Business Models**  
**Dr Matthias Schubert**, Executive Vice President Mobility, TÜV Rheinland
- 10.00 Q&A
- 10.10 Report  
**The Next Point-of-Sale: Your Car. How Intelligent Assistants in the Car Can Make Your Trip More Comfortable With Data**  
**Dr Nils Lenke**, Senior Director Innovation Management, **Cerence Inc.**
- 10.30 Q&A
- 10.40 Networking break
- 11.10 Roundtable introduction

- 11.30 Roundtable Session  
Choose and discuss about 2 out of 5 topics for 30 minutes each:
- 1 — Harvest the Value of Your Ecosystem – How to Turn Data into Profitable Revenue**  
**Yannick Engel**, Innovation Director, **Furice GmbH**
- 2 — The Car as the Most Intelligent Device – Where and How to Monetize**  
**Dr Timo Möller**, Head of McKinsey Center for Future Mobility & Partner, **McKinsey & Company**  
**Dr Tobias Schneiderbauer**, Associate Partner & Co-Leader Connectivity, **McKinsey & Company**
- 3 — An Economy of Things – How Machines Monetize Data and Services**  
**Alexander Renz**, Managing Partner, **New Mobility Consulting**

- 4 — Expanding Data Monetization to Include the Commercial Vehicle and Public Infrastructure Worlds**  
**David Knight**, Founder & CEO, **Terbine**
- 5 — Early-Stage Customer Testing of Mobility Experience – How to ensure that what you develop is what the customer really wants**  
**Sebastian Stegmüller**, Head of Mobility Innovation, **Fraunhofer Institute for Industrial Engineering IAO**

- 12.35 Presentation of roundtable session results
- 12.55 Networking lunch
- 14.00 Interview  
**Monetizing Health Data in the Automotive Industry**  
**Prof. Dr David Matusiewicz**, Dean and Institute Director, **FOM University** / Founder, **Digital Health Academy** with  
**Christian Umbach**, CEO and Founder, **Xapix**
- 14.30 Panel Discussion & Live Voting  
**Data Utilization vs. Monetization**  
**Prof. Dr Ulrich Lichtenthaler** with  
**Sebastian Zimmermann**, Head of Data Services Connected Car, **BMW Group**  
**Dr Steffen Heinrich**, CEO & Founder, **Peregrine Technologies GmbH**  
**Christian Kaiser**, Senior Researcher and Deputy Team Leader, **Virtual Vehicle Research Center**
- 15.10 End of conference and get-together

MEDIA PARTNERS



The conference language is English.

# Get inspired by the following speakers



**Dele Atanda**  
CEO & Founder,  
**metaMe Inc**



**Oliver Bahns**  
Head of Connected  
Mobility, **T-Systems**



**Yannick Engel**  
Innovation Director,  
**Futurice GmbH**



**Dr Martin Gehring**  
Partner & Global Head  
of Automotive,  
**Simon-Kucher & Partners**



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Managing Director,  
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Senior Researcher and  
Deputy Team Leader,  
**Virtual Vehicle  
Research Center**



**David Knight**  
Founder & CEO,  
**Terbine**



**Dr Nils Lenke**  
Senior Director  
Innovation  
Management,  
**Cerence Inc.**



**Dr Ulrich Lichtenthaler**  
Professor of Management  
and Entrepreneurship,  
**ISM International School  
of Management GmbH**



**Prof. Dr  
David Matusiewicz**  
Dean and Institute  
Director, **FOM University  
/ Founder, Digital Health  
Academy**



**Dr Timo Möller**  
Head of McKinsey Center  
for Future Mobility &  
Partner, **McKinsey &  
Company**



**Stefano Peduzzi**  
Vice President  
Technology Solutions &  
Operations, **Geotab**



**Alexander Renz**  
Managing Partner,  
**New Mobility  
Consulting**



**Daniel Riexinger**  
Senior Manager Big  
Data Analytics &  
Data Monetization,  
**Daimler AG**



**Dr Tobias  
Schneiderbauer**  
Associate Partner &  
Co-Leader Connectivity,  
**McKinsey & Company**



**Dr Matthias Schubert**  
Executive Vice President  
Mobility, **TÜV Rheinland**



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CEO and Founder,  
**Xapix**



**Ben Volkow**  
Founder & CEO,  
**Otonomo**



**Sebastian  
Zimmermann**  
Head of Data  
Services Connected  
Car, **BMW Group**



Your personal registration code



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Handelsblatt Conference

# Monetizing Car Data



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## YOUR VENUE

Holiday Inn Munich – City Centre  
Hochstrasse 3, 81669 Munich, Germany



In the conference hotel, there is a limited allocation of rooms available at a reduced price. Please arrange the room reservation directly with the hotel quoting the reference "Handelsblatt/Euroforum event". At the first evening of the conference, the Holiday Inn Munich – City Centre invites you to a welcome drink.

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