Competing With Digital: Tech, Analytics, and Business Models

Vijay Gurbaxani
Founding Director, Center for Digital Transformation
Taco Bell Professor of Information Systems and Computer Science

UCI Paul Merage School of Business
Center for Digital Transformation
The Roadmap

Digital Forces of Change

Digital Transformation

Software As A Key Asset

Data-driven Decision-making

Digital Economics

Digital Platforms

Leading Digital Transformation

Leadership In The Digital Age
It’s A Software-Driven World
Scaling Innovation: Codifying Knowhow Into Software
every company is a software company
Software Is The New Core Competence

THE CAR SOFTWARE ORGANIZATION
Volkswagen develops software in five central areas

Connected Car & Device Platform
Volkswagen Group

Intelligent Body & Cockpit
Audi

Automated Driving
Audi

Vehicle Motion & Energy
Porsche

Digital Business & Mobility Services
Volkswagen Passenger Cars

Transform multiple Backends into One Volkswagen Automotive Cloud

Development of a cross-brand, standardized cockpit and body platform for all future E/E-architectures – the "One Infotainment Platform"

A One SW-Stack, cross-branded approach for Autonomous Driving/Parking and Driver Assistance Systems, scalable from NCAP to Level 3 and beyond

Development and delivery of powertrain, chassis and energy/charging software functions, located on a high performance computing platform

Definition of customer experience and management of requirements for the technology stack for the implementation of the Mobility Services and Digital Business portfolio for all brands

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Traditional Software Codifies What You Know
And Machine Learning Lets You Know Even More
Digital Economics

- Complementarities
- Spillovers
- Scale Economics
- Sunk Costs
- Network Effects
New Economics Means New Rules Of Competition
How Do You Win In A Digital World?

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Reimagining Your Offerings
(Re)Configure Your Asset Stack
Bosch Center for Artificial Intelligence

Achieving a leading position for Bosch in AI by attracting top talent, conducting differentiating research, and applying AI for the transformation of Bosch towards an AI-driven IoT company.
Transform The Culture

WE REJECT: KINGS, PRESIDENTS AND VOTING.
WE BELIEVE IN:
ROUGH CONSENSUS AND RUNNING CODE.

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But Digital Transformation Is Really Hard
The digital revolution, despite its potential, also carries serious risks for privacy, security, jobs, and democracy – challenges that are compounded by the rising monopoly power of a few American and Chinese data giants, including Facebook and Google.

- Joseph Stiglitz, Nobel Laureate, Economics
Technology generates as many new problems as new solutions.

Most of the problems we will have in the future are going to be caused by the technologies that look like solutions to us today.

Kevin Kelly | The Inevitable | Founding Editor, WIRED
Does Code Come Between You And Your Machine?
You Like This...
But Do You Like This?
Deep Learning Gave Us Deepfakes
What Is Fairness In A Software-Driven World?
Cybersecurity Makes Me
Do We Want A Society On Autopilot?
Let’s Rethink The System Design
It Doesn’t Have To Be Winner Take All
We Need A New Governance Framework For The Digital World
Put People First
Thank You