



# ALL MEMBER MEETING '21

## Common Vehicle Interface Initiative Session 3

Alignment and Adoption

October 06 2021

# CVII – Session 3

## Alignment and Adoption

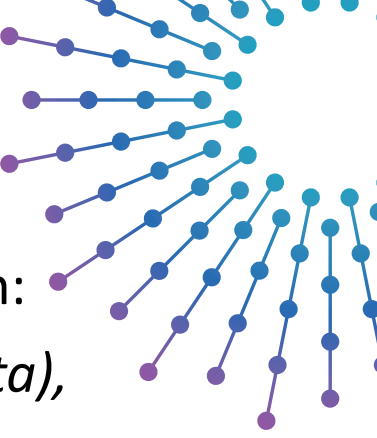
### AGENDA

- Introduction and updates on alignment track
- VSS usage in new areas:
  - **eSync Alliance:** *Applying VSS Formats to Gather OTA Update Metrics in eSync*  
Mark Singer (Excelfore)
  - **Open Insurance think tank (OPIN):**  
*VSS supports decentralized insurance.*  
Neil Walker (Covea)



# Alignment Track

- The alignment track involves necessary conversations to bring the CVII goal to fruition:  
*Establish an industry-common 'data model' (way of describing all vehicle-related data),  
and one or several reusable, non-overlapping standard catalogs of named data-items*
- Outreach to all vehicle industry organizations that deal with data definition and transfer
- Compare methods of describing data to find the right requirements for a consistent way of describing data.
  - (or a collection of interrelated ways, that when seen as a whole can be described as a combined consistent way. E.g. VSS and VSSo)
- ISO – Extended Vehicle and related areas.
- AUTOSAR
- SENSORiS and other data-focused organizations
- Other topic-specific organizations



# Reframing traditional thinking



**Do you find yourself thinking or designing like this?**

*“Let’s be future safe. If we design our system to be the ‘union’ of all that is ‘out there’ then our customers will feel secure choosing our solution”*

# Reframing traditional thinking



**Are you still stuck in *Beauty Contest* way of thinking?**

*“It is so uncertain, which standard will ‘win’...”*

*“We must compare, and select, carefully.”*

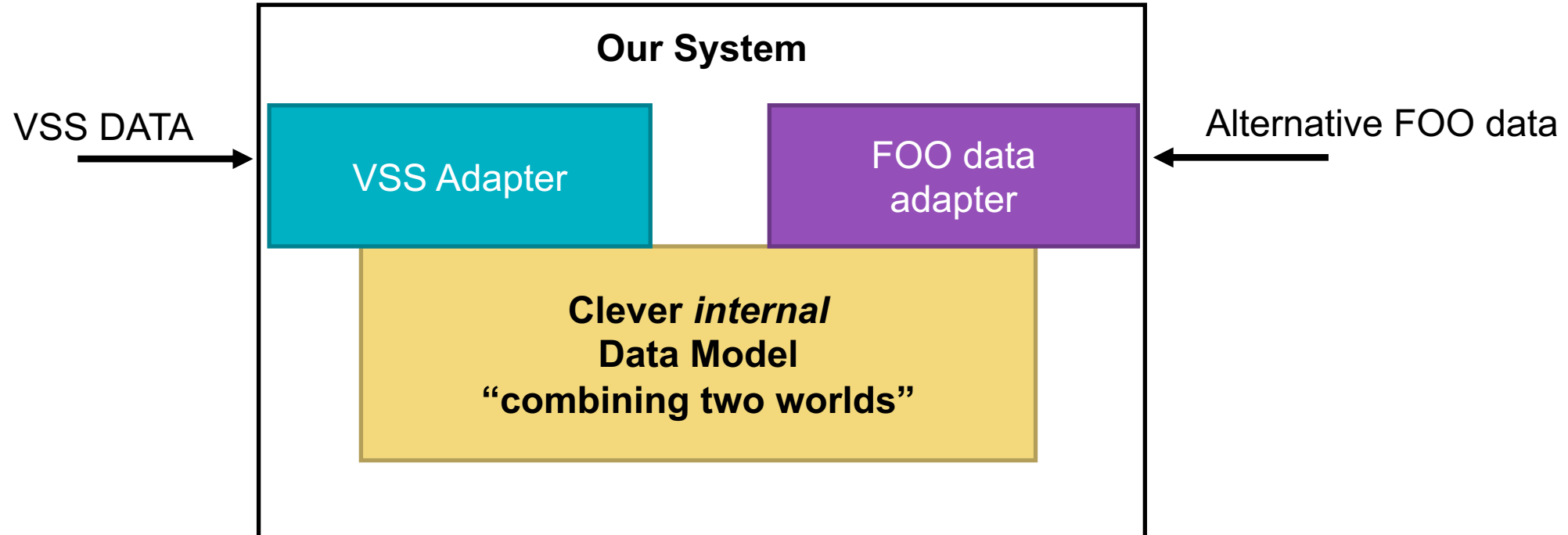
# Reframing traditional thinking



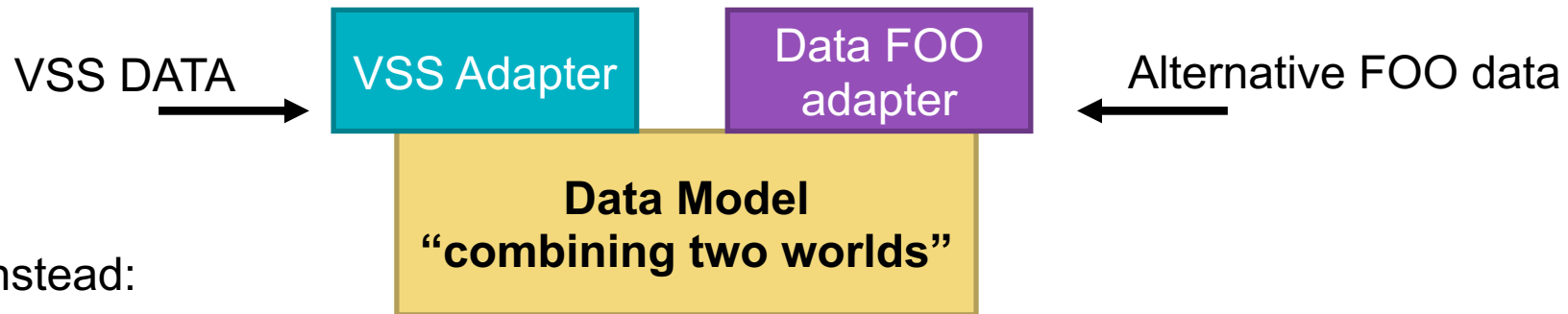
**Are you only consuming diverse technologies and thinking it's up to you to make sense of them internally?**

“I, as a smart individual engineer can design a (better) internal model of data that can store both VSS and ‘other choice’...”

# The one (internal) data model for a changing world?



# Reframing traditional thinking



Consider instead:

- 1) Are you *on-board* with the CVII goal of establishing ‘a common data model’? Yes/No
- 2) Have you investigated all alignment opportunities between ‘VSS’ and ‘FOO’?  
Can you initiate that work with the CVI initiative, COVESA and any other stakeholders?
- 3) Do the choice(s) really bring different features, and are they also *required* features for our industry?

If yes to all → Understand that the yellow “combined data model” is the answer to the search for the industry-common data model. This is the very definition of the data model design that fulfils all the required features, and none that are not needed.

Bring your “internal” thinking into the shared discussion and **Let’s Get This Done.**







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**NEXT: eSync Alliance Presentation**

Mark Singer, Excelfore  
(Separate powerpoint file)



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## NEXT: OPIN Presentation

Neil Walker, Covea  
(Separate powerpoint file)