

Agenda: 10/27 12:30 pm - 3 pm PST

Time	Topic	Executive / Speaker
12:30 pm	BMW Arrival & Settle in	Steffi Scheid
12:45 pm	Lunch	Steffi Scheid
1:10 pm	Executive Welcome	Nat Friedman
1:15 pm	BMW Software Development & DevOps Vision	Kai Demtröder
1:30 pm	The "Why" Behind GitHub and Microsoft - Cultural Change within Microsoft	Nat Friedman & Thomas Dohmke
2:00 pm	Democratizing DevSecOps: Evolution of Software Development – Powered by AI	Thomas Dohmke & Ryan Salva
2:30 pm	Wrap-Up	All
2:35 pm	Break	
2:40 pm	Office Tour	Steffi Scheid

Resources:

- [SF & Redmond EBC Overview](#)
- [BMW CIO USA Journey](#)
- [Draft deck](#)

Background with GitHub:

- Our current status with BMW is **GREEN**.
- 3 separate instances
 - Tenant 1: CodeCraft - All Software inside the car - 7200 Users Engineering Direct support
 - Tenant 2: Digital Engineering - All apps outside the car - 1500 users
 - Tenant 2: Process IT - 200 users (15K seats potential)

BMW's Objective: BMW has called out a cloud-only strategy for all of their IT, meaning that they will not invest in their own data centers any longer and gradually move ALL workloads to the cloud. As part of that, it was also decided that the Software Development process should become "cloud-native" and the capabilities should lead to consuming a platform which is having data location in Germany / EU and is able to deploy into any cloud. Currently, Process IT runs the entire Atlassian stack with Jenkins as CI/CD.

BMW key questions to answer (Feedback from our Champion in Org of Kai Demtroeder):

- Why GitHub?
- Availability of a PaaS GitHub offering with Data Locality in EMEA (preferably Germany)
 - BMW is not on the ghes-m list. We haven't marked them as paas in the cloud before according to Jamie Jones. He has a ping out to Vitor to confirm who will likely answer in the AM.
 - From Jamie Jones & Vitor - they were in the [GHAE conversation](#). I would need more information to understand if GHES-M is the right pitch for them. Overall @ashtom can speak about GHAE if it's suitable and present GHES-M

as a stop-gap coming 2022 (no production date defined). GHES-M should only be presented if we think it's suitable to begin with. The account team based on that issue didn't think so, as they didn't approach them further with GHES-M.

- Confirm Platform Independence (Support all clouds - no vendor lock-in)
- How can InnerSource and OSS help the business to thrive
- One-Toolchain thought - How to seamlessly integrate with e.g. Jira
- Security concepts - how to expose Toolchain to partners (via the Internet)
- The strategic partnership, one contract for BMW unified level of support, etc.

EBC Objectives: On October 27th the BMW IT leadership team is visiting us on their technology journey and seek advice around the following topics:

- Cultural change, what does it take to become a software company (all automotive want that)
- How did GitHub change the world and why did Microsoft decide to buy and elevate the reach internally and externally. What can BMW learn from that?
- **Where is Software development headed and how can BMW participate in the motion:**
 - What does GitHub envision for a future software development practice?
 - Adopt technologies like Co-pilot to enable “citizen developers” to become more advanced in coding / speed development cycles
 - The impact of blending OSS and closed source. How to do it right?
 - How to build collaboration platforms in the automotive industry?
 - How to build in Security from day one and not as an afterthought.
- Breathe the Innovation atmosphere at GitHub HQ

Partnership History:

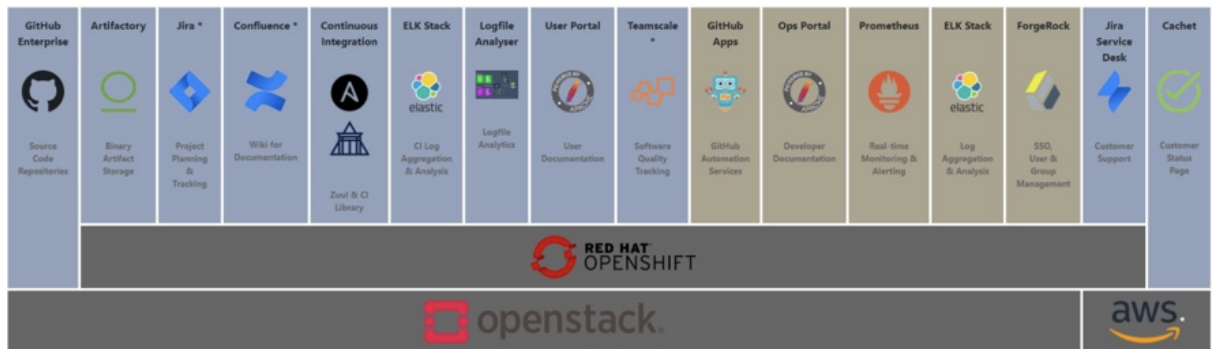
- In general, BMW is very fond of big industry partnerships to drive mindshare. They for example founded ODCA (Open Data Center Alliance) with Intel back in the days, they embraced OpenStack in their own DC's, started OMP (Open Manufacturing Platform) with Bosch and Microsoft etc... so they seek partnerships that carry the vision and turn it into a broader motion.
- Today they have made a medium solid decision to move towards GitHub for their software development lifecycles and I believe that we should get them excited about this and being in this together with GitHub to ensure we have a rock-solid commitment to move forward. In April 2022 there is EA renewal, where we want to establish a GitHub coverage for all BMW (25K software devs). The more enthusiasm we can get in the IT leadership team that this is the right thing to do, the better we are prepared for the buying decision in April.

Topics to cover:

- The GitHub Style
- Our Vision: Developer Cloud - Creator Communities - Security first
- Co-pilot
- Advanced Security

Good to know:

- CAUTION: The Digital Engineering instance had a data leak recently where a lot of connected cars app source code and a password leaked (china involvement) and BMW could only manage to invalidate last minute (may not be widely known)
- BMW CodeCraft (with GitHub) as a basis is deemed to be the blueprint for the future Autonomous Driving platform. This is a big RFP BMW will be driving with the hyperscalers. Below blueprint of CodeCraft.



* planned, see Roadmap