

Chevrolet Volt for a Smart Planet

Video Transcript

<http://www.youtube.com/watch?v=CjjASGV36mw>

Eric Gassenfeit, GM: A smarter automotive industry is one that can foresee the future and then bring it to market now.

Micky Bly, GM: We're going to design, make and sell the world's best vehicles.

Valarie Boatman, GM: This car is an absolute blast to drive.

Eric Gassenfeit, GM: With the level of technology that we're putting in today's automobile, the product development process is just like a rocket program. The Chevrolet Volt is an example of that.

Micky Bly, GM: It's a transformational vehicle for a company like General Motors, and we had to collaborate like we haven't done in decades.

Len Wozniak, GM: Having a good idea is half the problem, getting that good idea to market is the rest.

Eric Gassenfeit, GM: If we look back to the 1980s, electronics comprised five percent of the content of a vehicle. Today it's forty percent, and within just a few years it will surpass fifty percent.

Micky Bly, GM: If we didn't move from a traditional metal, rubber and plastic environment to a very high end, sophisticated controls, we would not be satisfying the needs of the customer.

Eric Gassenfeit, GM: For comparison sake, to have an F-35 fighter fly takes about six million lines of software code. A Volt has ten million lines of code.

Micky Bly, GM: It requires us to change the way we do work to develop our systems.

Eric Gassenfeit, GM: In the past when we would design an automobile, we would have several years, if not a decade, to develop the automobile, the propulsion system. The Chevrolet Volt was developed in less than five years, and the only way you do that is via software simulation, computer simulation.

Valarie Boatman, GM: Even with all the sophisticated technology in the Volt, when you sit down in the car you just have this really nice feeling that it's easy and fun to drive.

Micky Bly, GM: The Chevrolet Volt is really changing the way customers interface with their car.

Eric Gassenfeit, GM: For instance, the OnStar MyLink smartphone application allows the end customer to interact with their car, to lock and unlock the doors, to ask for the battery state of charge. To even begin preparing the vehicle, turning the climate control system on.

Valarie Boatman, GM: All of the systems in the Volt are integrated together seamlessly.

Micky Bly, GM: They all have to talk to together, they have to work together, they have to check who's doing what, when and where. You can see those same things happening at General Motors.

Eric Gassenfeit, GM: The Rational platform enables this globally distributed team to collaborate real time on developing this system of systems.

Len Wozniak, GM: Historically the various departments, the various activities, would be fairly independent in what they did. We've had some roles within our engineering operations that have had maybe twenty to forty percent efficiency, because they spend the bulk of their time keeping track of all the people interacting and what they're working on, ensuring everybody had the right versions, the right information. It's horribly frustrating to the engineers. It tremendously slows down our development.

Eric Gassenfeit, GM: The IBM Rational platform based on Jazz automates some of this information flow, and it is precisely this automation where we see some of the efficiency gains in the product development arena.

Micky Bly, GM: With the IBM tools that we're using now and will continue to use in the future, we're able to tie these organizations and these requirements and the execution together in ways we never have before.

Len Wozniak, GM: Our engineers really won't have to spend their time finding information any more. When information is available to one, it's available to all.

Micky Bly, GM: We've now moved to the next step. A transformation of our company, a transformation of how do work, a transformation of the products we're offering to customers.

Eric Gassenfeit, GM: The Rational platform will deliver business results in efficiency, time to market, quality, and overall customer satisfaction.

Micky Bly, GM: You know, the Volt project has been just utter excitement for the organization. It's something we've put thousands of people on around the world working on this project, and something we're all proud of.

Eric Gassenfeit, GM: Accomplishing those goals in less time than we had ever spent on a traditional vehicle program. Truly the new GM.