



~~It~~ IT matters

Mercedes-Benz U.S. International, Inc. (MBUSI)
Markus Seifert, April 2014



Mercedes-Benz

Computer Science

THE UNIVERSITY OF
ALABAMA

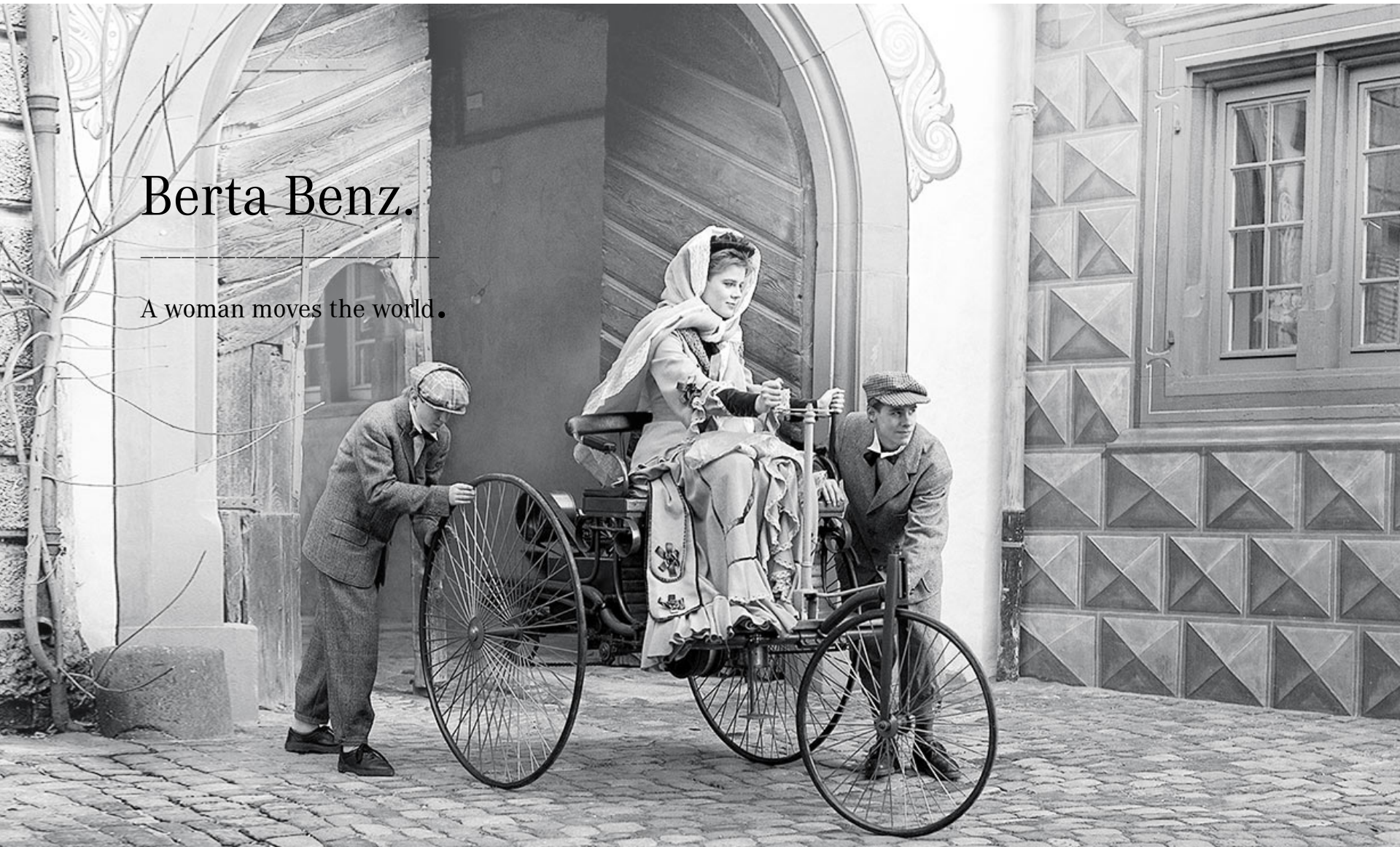
[About](#)[Rules](#)[Pre-Registration](#)[Schedule](#)[Directions](#)[Past Events](#)[Contact](#)

Alabama Robotics Competition

Starting in 1888

Berta Benz.

A woman moves the world.



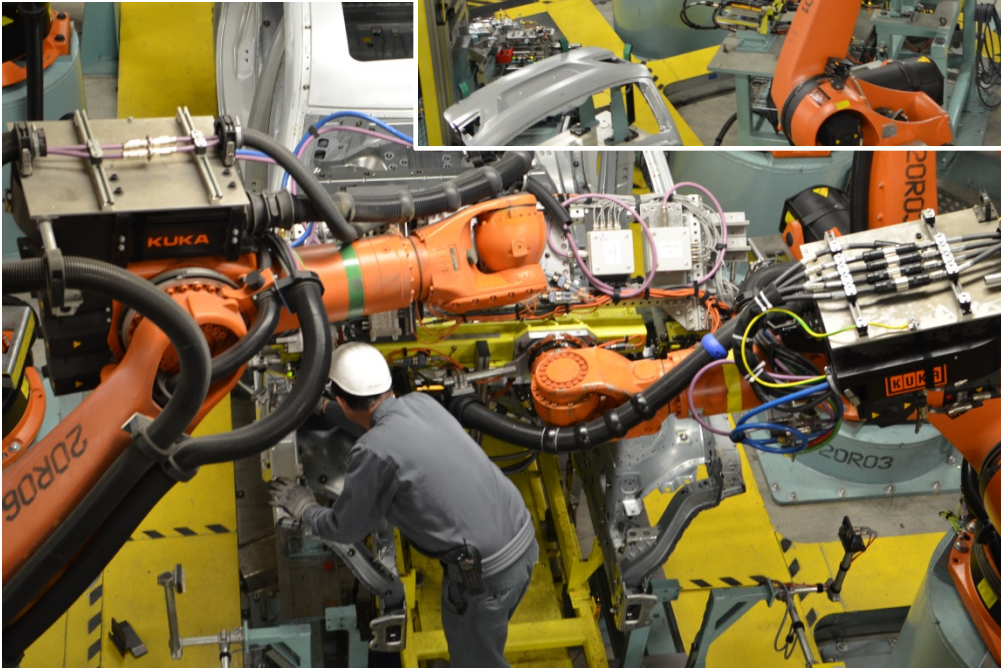
..... it changed a lot – IT changed a lot

Autonomous Driving.

As the first carmaker in the world Mercedes-Benz has shown that autonomous driving is possible on highways as well as in cities.



IT helps to make the world easier

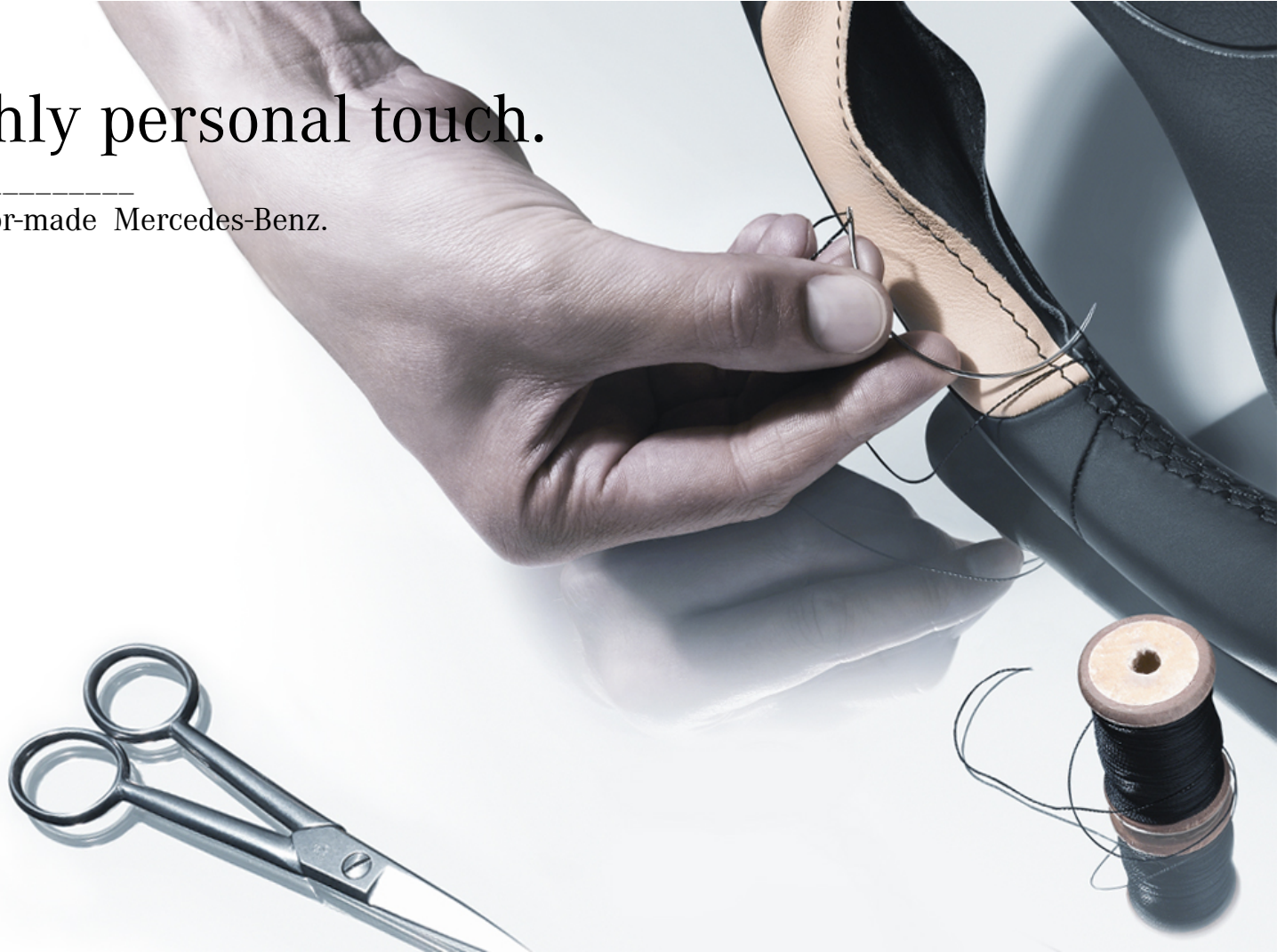


... and enables complex processes

—

The highly personal touch.

Designo – a tailor-made Mercedes-Benz.



IT is everywhere: Design, Development, Sales, Logistic, Production, Aftersales, HR, Financial Service,



nal touch.

enz.



Schöne Grüße aus Sindelfingen.

IT - is communication, interaction and teamwork



IT – is scary and it is fun



Mercedes-Benz

A close-up photograph of several colorful toothbrushes (red, blue, green, yellow) with their bristles visible.

Passwords Are Like Toothbrushes ...

- Don't share them with anyone!**
Use the deputy functionality like the ePeople or Lotus Notes systems offer.
- Don't use them for longer than 30 days.**
Change your passwords on a regular basis, even if you are not automatically requested.
- Don't leave them lying around.**
Don't write them down on post-its or post them under a keyboard or on a phone.



Mercedes-Benz and autonomous driving



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Alabama Robotics Competition

Thank you, good luck and
... let the competition begin

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