

**AVL Process Innovation Services  
help you realize your potential**

# MANAGING CHANGE FOR THE BETTER

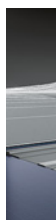
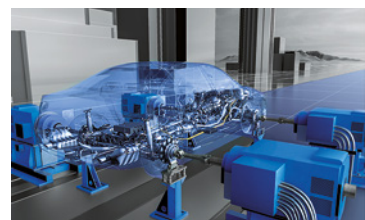
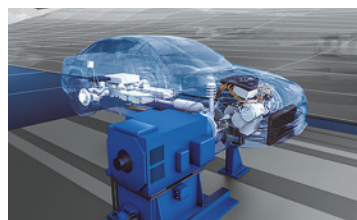
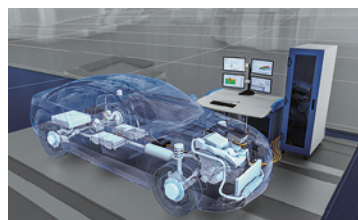
— The automotive industry is no stranger to change. But today the pace of change is accelerating, and this poses almost as many obstacles as opportunities.

There is a gap between what is possible within current development processes and the increasing test-

ing effort required to meet emission legislation and manage the complexity of producing more vehicle variants. Hardware-centric approaches lead to time-consuming and expensive development cycles which can take traditional OEMs up to five years, when a goal of two years is what OEMs are trying to

achieve. Our Process Innovation Services are designed to tackle this problem.

“Our goal is to improve the customer’s development processes,” say Engelbert Loibner, Global Business Development Manager for IODP and Rainer Schantl, Chief Engineer



Process Innovation and Implementation at AVL. “The main considerations are time, money and quality, so the typical KPIs our customers come to us with are in terms of earlier, faster, cheaper and better.”

## TECHNOLOGICAL PROWESS

Process Innovation Services, consisting of a comprehensive consulting service and its implementation, covers everything from analysis of our customer’s current situation all the way through to creating a quantifiable business impact. It forms the top layer of the Development Ecosystem approach and follows a six-step process. It helps you see how modern connected methodologies can optimize your development process, manage the evolving demands of efficient vehicle development and make the right decisions for the future.

At AVL we actively invest 10 % of our turnover in R&D and engage with steep learning curves to find solutions to challenging problems. We have done the work – learned the difficult lessons, and gained the knowledge – so you can benefit from our experience.

Our process is based on your goals and boundary conditions, such as your product portfolio, existing tools and methods, competences and strategies. Our aim is to improve either your entire process or just introduce minor changes in key areas.

## A FOUNDATION OF COMMUNICATION

Change isn’t always easy. Besides the investment, cultural acceptance within an organization can also be challenging. Because our completely customizable Development Ecosystem offering reflects your unique needs, goals and ways of working, it also takes into account your culture and your people.

We know decisions are made at management level, and we support this with relevant success examples, data and strategic information. But we also consider the engineers who’ll be impacted by the changes at ground level. With pilot projects, training programs and conversations with experts from the relevant domains across our business, we ensure that everyone is brought on board to embrace the changes you will be implementing. Offering confidence and reassurance, we help you make the most of your existing expertise, and ours.

“Nobody knows their business and processes better than the customer themselves,” says Rainer Schantl. “By combining their knowledge with our decades of project experience – as well as our industry-leading expertise in future technologies – we offer an expanded perspective that can help them realize their global potential.”

“NOBODY  
KNOWS THEIR  
BUSINESS AND  
PROCESSES  
BETTER THAN  
THE CUSTOMER  
THEMSELVES.”

**Rainer Schantl**

Chief Engineer Process Innovation  
and Implementation at AVL

## PROVEN EFFECTIVENESS

Our approach is already helping OEMs and suppliers around the world. In some cases, manual tasks conducted on the road or test track are now done virtually, removing any need for hardware. In other cases, tasks such as vehicle calibration with prototypes on the road have been shifted to testbeds as much as six months earlier. We do this by combining any available hardware with simulated components and automation tools, long before complete prototypes are available.

For example, we helped a major automotive brand to ensure that powertrains and vehicles on a testbed behave in the same way as the vehicle on the road. In doing so, we were able to perform the maneuvers on the testbed six times faster than on the road. Similar results have been seen in integrations with other globally recognized OEMs, and also Tier1 suppliers, who are increasingly tasked with producing complete systems, such as e-axes, and integrating them into the vehicle, rather than simply supplying individual components.

The key benefit of our Process Innovation Services is that we optimize what you already do well, helping you keep pace and lead the way in a rapidly evolving automotive landscape.

