



SMART R&D – ENGINEERING 4.0

AGILE, LEAN AND DIGITAL EXCELLENCE

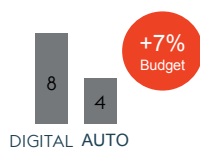
CHALLENGES

Overall R&D spent as well as development speed has increased considerably over the few years.

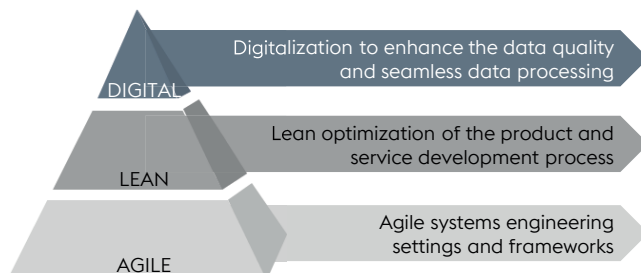
In many cases, however, development processes, capabilities and organization are still struggling to adapt to the fundamental challenges of decreasing market transparency, shorter product lifecycles and convergence of hard-/ software. In order to stay ahead, companies need to adjust their structures to the new realities.

SMART R&D AS ENABLER ACROSS THE VALUE CHAIN

R&D-Quota [%]
2017*



Time-to-Market
and PLC [Years]*



* EY & JABIL Survey, 2018

OUR ADDED VALUE

Delivering clear and measurable results to our clients is core of our DNA.

With our initiatives to enhance R&D performance we help our clients to

- Reduce R&D complexity
- React quickly on customer demands and change requests
- Integrate digital development processes
- Perform seamless and transparent development processes

SAMPLE RESULTS OF PROJECTS

- >15% less time to market as well as savings in process time with digital prototypes
- >20% less development costs



MEGATRENDS AND DYNAMIC MARKETS CHALLENGE R&D

Our Consulting offer is centered around the SMART-RD pyramid to enable market-oriented products and processes within a short-cycled environment.



Identifying and designing agile frameworks and procedures

- Identifying suitable agile approaches and domains along individual PDP
- Design agile setup for HW & SW lanes incl. interface harmonization to classic development strings
- Intelligent experience via coaching and accompaniment in the MVP creation process



Lean optimization of PDP

- Lean Performance Check
- Based on powerful initiatives we design seamless processes
- Proving the concept in accompanied pilots



Integrate and enhance digital development processes

- Designing seamless digital data flow
- Visualizing a powerful data framework
- Selecting effective digital models for blueprint development

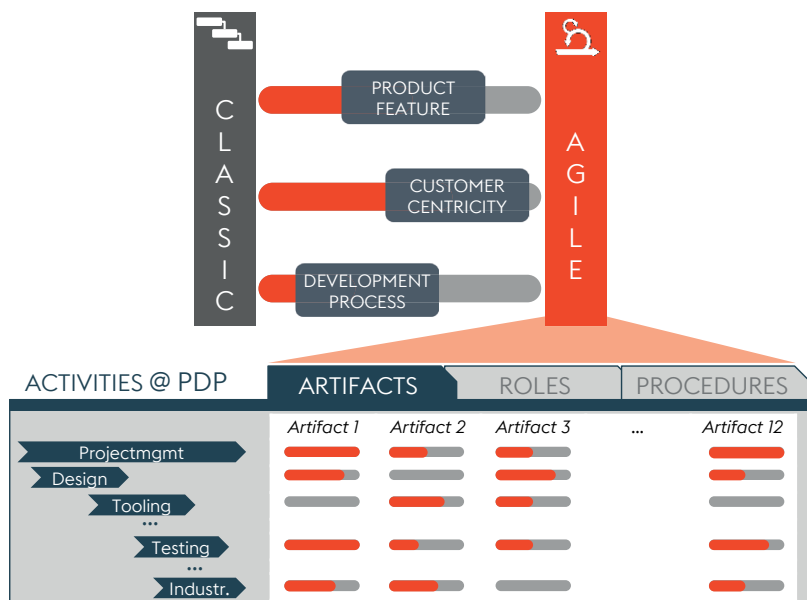
TURBOCHARGE GO-TO-MARKET SPEED

Each project starts with a structured analysis of the individual needs

- Evaluation based on a standardized questionnaire
- Review of process and system landscape

Based on numerous projects, we have developed a framework of the key success factors for identifying and designing an agile development setup incorporated to the holistic PDP.

R&D STEERING COCKPIT FOR AGILE DEVELOPMENT



OTHER METHODS APPLIED

- Designthinking, visioning and roadmapping
- Stakeholder and communication structures analysis
- Process, system and data flow mapping/analysis
- Digital maturity analysis
- AKKA Consulting digital tool and MVP library
- Lean performance assessment based on benchmark levers and lean criteria
- Coaching & training formats, eg. agile project management