THE CASE FOR SOFTWARE DRIVEN TRANSFORMATION (SDT)

Rapidly escalating complexity threatens to overwhelm existing digital architectures. Software-driven transformation—where vehicles, organizations, processes, methods, and tools are increasingly defined by software—enables OEMs to:

- Increase customer loyalty by up to 11% through transformation of customer relationships.
- Enhance revenue flows via a shift from one-off purchases to full lifecycle engagement.
- Make cars and parts of customers’ digital universe via a fully unified user experience.

The net result is simplicity for consumers and control of complexity for OEMs. Yet 60% of OEMs are still at the start of the SDT journey. How can they reach their destination faster?

Increase sustainability performance, for example by reducing waste in R&D processes.

PUTTING CUSTOMERS AT THE HEART OF THE MOBILITY EXPERIENCE

Exploring what is possible with software-driven transformation

Cloud – Edge – Connectivity

Capgemini is passionate about supporting the automotive industry on its transformation journey. Please get in touch with our team of experts to find out more about SDT, or understand how you can benefit from working with Capgemini in this area.

CAPGEMINI’S COMMITMENT TO SOFTWARE-DRIVEN TRANSFORMATION

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Put customers at the center of the SDT strategy

Analyze and customerize the E2E customer journey to ensure a more customer-centricity.

Develop value-adding services for the whole journey using agile practices.

Create branding and marketing that engages audiences via experience, not features.

Initiate cultural change to create a dynamic business with software-driven organization and governance.

Acquire software talent through upskilling and recruitment—and empower that talent.

Develop the technical competencies needed to embrace agile methodologies.

Adopt service-oriented architecture to leverage a full array of technological enablers.

Develop software-defined vehicle architecture alongside in-vehicle and offboard software platforms.

Improve sustainability performance, for example by reducing waste in R&D processes.

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Three pillars of SDT strategy

Current obstacles to SDT progress

- The disruption caused by a global pandemic
- Ongoing supply chain challenges
- Increasingly stringent sustainability legislation
- The skill gap caused by talent scarcity
- Conflict in Europe impacting energy prices

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