

# PUTTING CUSTOMERS AT THE HEART OF THE MOBILITY EXPERIENCE

Exploring what is possible with software-driven transformation

## 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 17%** through transformation of customer relationships.

**Enhance revenue flows** via a shift from one-off purchases to full lifecycle engagement.

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

**Make car brands part 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?

### Current obstacles to SDT progress



The disruption caused by a global pandemic



Ongoing supply chain challenges



Increasingly stringent sustainability legislation



The skills gap caused by talent scarcity



Conflict in Europe impacting energy prices

## THREE PILLARS OF SDT STRATEGY



## CAPGEMINI'S COMMITMENT TO SOFTWARE-DRIVEN TRANSFORMATION

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.

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