

Exploring what is possible with software-driven transformation

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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



THREE PILLARS OF SDT STRATEGY

Conflict in Europe impacting energy prices

The skills gap caused by talent scarcity

an organization

Become fully software-enabled as

Analyze and optimize the

E2E customer journey to

ensure true

processes.

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Put customers at the

center of the SDT

strategy

Initiate cultural change to create a dynamic business with software-driven

customer-centricity. Develop value-adding services for the whole journey using agile Develop the technical

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

organization and governance. Acquire software talent through upskilling and recruitment – and empower that talent.

competencies needed to

approach

Deploy a "software

house" delivery



offboard software platforms. Implement appropriate tools and methods, gauging success via software quality and

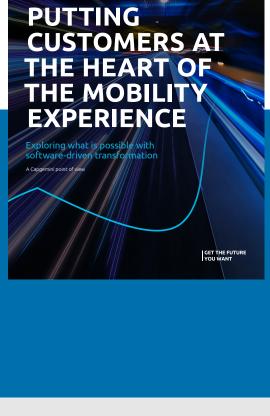
alongside in-vehicle and

vehicle architecture

cvbersecurity metrics. **CLOUD – EDGE – CONNECTIVITY**

COMMITMENT TO

CAPGEMINI'S



SOFTWARE-DRIVEN TRANSFORMATION

Cappemini 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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