



#406



Seamless

Software Development for the SDV

Software development sits at the core of SDV success and is already having a transformative impact on touchpoints across the automotive industry – from vehicle development to E/E platform evolution, through to how roles and responsibilities between automakers, enabling technologies, and the supplier ecosystem are evolving at large. As today’s vehicle software and software development practices continue to advance, it is essential that OEMs, suppliers, and automotive software developers understand how and where these practices can be elevated as they work towards the Software-Defined Vehicle of tomorrow.

Following the publishing of four industry-leading SBD publications around the SDV in 2023, this report takes a strategic look into how automotive OEMs, and the ecosystem around them, are specifically tackling the most critical software development challenges for the SDV. It understands how organizational and technical strategies can work to mutually optimize vehicle software development, while identifying both the capabilities of toolsets used today and the non-automotive software development trends that will impact the automotive value chain. At the same time, the report further identifies how automakers and their partners are leveraging the cloud, digital twin and DevOps tool kits to further accelerate SDV software development and ensure success.

TABLE OF CONTENTS



Introduction

Bird Eye View

Executive Summary

What's New?

Analysis

Summary Tables

Ecosystem

Future Outlook

Next Steps

RELATED SBD REPORTS



Software-Defined Vehicle: Organization and Strategies - 403

SBD Automotive's experts map out the strategies used to incorporate software-defined vehicles into new vehicle line-ups. Here, it understands how key industry players are organizing themselves as they prepare for SDV development, while identifying the products, services, and business models being pursued by stakeholders today.

COVERAGE



GLOBAL



NA



CHINA



EUROPE

FREQUENCY



ANNUALLY



QUARTERLY



ONE-OFF

PUBLICATION FORMAT



PDF



POWERPOINT



EXCEL



ONLINE



TBD

Request price >

Key questions answered

- > What roles and strategies are OEMs and suppliers taking to positively accelerate SDV development?
- > How is continuous development solving CI/CD obstacles within software development?
- > How can organizational design play a key role in SDV software development success and what are the trends between software in-sourcing vs. outsourcing?
- > What are the capabilities of toolsets used by the industry today, and what non-auto software development trends will influence the automotive value chain?

This research supports



Product Planners



Marketing



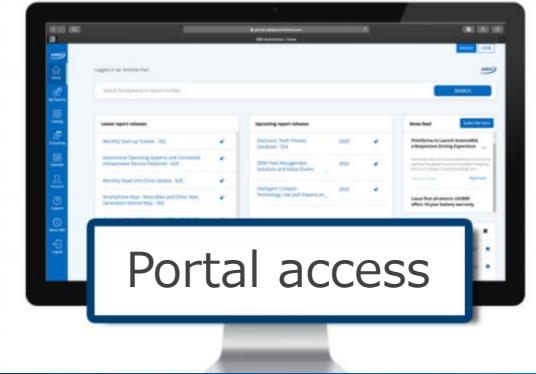
Engineering

Do I have access?

100+
Reports published
per year

50k+
Slides of insights,
forecasts & data

4,000+
of auto professionals
who access our reports



Request a quote for

Software Development for the SDV One-Off Report for 2024

Request price >



Contact SBD Automotive

Do you have any questions?

If you have any questions or feedback about this research report or SBD Automotive’s consulting services, you can email us at info@sbdautomotive.com or discuss with your local account manager below.



info@sbdautomotive.com



[Book a meeting](#)

USA

UK

Germany

India

China

Japan



Garren Carr
North America
garrencarr@sbdautomotive.com
+1 734 619 7969

Luigi Bisbiglia
UK, South & West Europe
luigibisbiglia@sbdautomotive.com
+44 1908 305102

SBD China Sales Team
China
salesChina@sbdautomotive.com
+86 18516653761

Andrea Sroczynski
Germany, North & East Europe
andreasroczynski@sbdautomotive.com
+49 211 9753153-1

SBD Japan Sales Team
Japan, South Korea & Australia
postbox@sbdautomotive.com
+81 52 253 6201