



Software-Defined Vehicle

#408

Scaling the SDV Deep Dive

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As SDV strategies take center stage in OEM investment plans for the next product planning cycle, it is key to identify not just the short-term wins in implementing SDVs, but also the key milestones and roadmaps needed to scale them across models, carlines, platforms, and even regions. While many OEMs now have a defined sourcing strategy and implementation plans for SDV, cost, and complexity, both speed and timing can alter once scalability is put into focus.

This study focuses on future-casting SDV hardware roadmaps and planning E/E architecture transformation, alongside the decoupling of hardware and software, to help plan an OEM's next set of SDV milestones. It helps address ambiguity around the role of the SDV across different segments and regions, and what problems need to be overcome in order to scale the SDV. This will include decisions on considering a zonal architecture and aim to answer whether this is a key decision factor in scaling the SDV.

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The report takes a strategic look into how OEMs are tackling critical software development challenges for the SDV and understands how organizational and technical strategies can mutually optimize vehicle software development, while identifying the capabilities of toolsets used today and the non-automotive software development trends that will impact the automotive value chain.

COVERAGE



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Key Benefits

- > Detailed case study-based analysis at OEMs and partners on overcoming scaling to all/corner segments
- > Reveals gaps in hardware and software capability for each OEM hardware, based on identifying best-in-class, disruptions and follower approaches
- > Highlights differences in implementation and key focus areas (cost, complexity, speed, timing etc.)
- > Plots the eco system and partnerships being set up by each OEM highlighting the key players in the value chain

This research supports

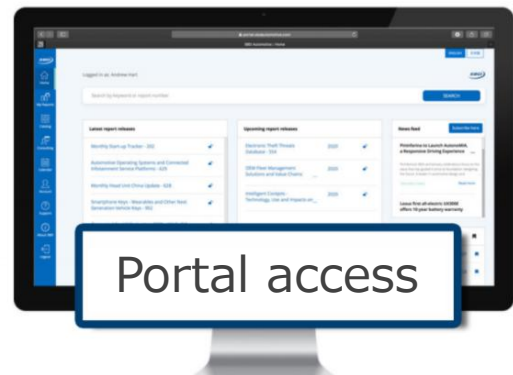


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