

SBD Consulting Services

2022

This overview of SBD Automotive's **Consulting Services** highlights just some of the ways we can support you in 2022 and beyond.

Due to the bespoke nature of these services, it is best to book a meeting with our account managers and specialists to find out how SBD can specifically help you.

To find out more about SBD's research and consulting services, you can visit portal.sbdautomotive.com, view the **research portfolio**, or **request a meeting**.

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SBD Automotive

Independent research and consulting

SBD Automotive is a global consultancy firm specialising in automotive technologies. For over 25 years, our independent research, insight, and consultancy has helped vehicle manufacturers and their partners to create smarter, more **secure**, better **connected**, and increasingly **autonomous** cars.

Business strategy

Connected

Autonomous

Cyber

EV

Mobility

Anti-theft



Covering both external and internal scenarios, SBD's business strategy support helps you form high-level plans, allowing you to see where CASE technologies will improve or impact upon on your business. Here, we can help you form genuine, measurable KPIs, highlighting which early strategic variables will affect the long-term output in your project. Building these solid foundations early will support you from product planning to product release, and far into the lifecycles of your products.

Through our business strategy services, we apply our industry experience and process methodologies to help you identify relevant threats and market conditions to adjust your business model to upcoming opportunities.

Services

- Long term vision & roadmap
- Market/feature trends
- Technology trends
- Business opportunities
- Disruptive threats
- Organisation structure
- Mergers & acquisitions
- due diligence



Find out more

Request a meeting to find out more about SBD's bespoke business strategy support

Request meeting



Product planning

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SBD's product planning services help you make the right decisions early - to ensure you are choosing the best features and functions to support your business objectives. Here, our product planning teams can help you identify the right customers and understand what they are willing to pay for your potential CASE products, features and services.

Building on a solid business strategy, our product planning teams are ready to help you identify the relevant competitor trends while avoiding industry noise, helping you to focus on the correct emerging technologies and pricing models for your product in a constantly shifting marketplace.

| Services

- Customer needs
- Competitor analysis
- Service/feature selection
- Supplier selection (RFQ)
- Technology selection
- Business & pricing model
- Market size forecasting

Find out more

Request a meeting to find out more about SBD's bespoke product planning support

Request meeting



Product development

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What technology do we need? Which suppliers do we use?
What level of performance should we be targeting?

Through defining the business and technical requirements to create new products, and aligning them with regional legislation, SBD's product development teams will support you in bringing your product to market. Here, we can help you move from visions to the tangible, granular details, where you can specifically target performance levels, with the correct suppliers and specifications.

Our prototype testing team can then be brought in to ensure that the output is still matching the original goals, while remaining agile enough to move with market changes.

Services

- Requirements definition
- System specification
- Project management
- Prototype evaluation
- Legislation check (eg GDPR)
- UAT testing
- HMI/GUI creation



Find out more

Request a meeting to find out more about SBD's bespoke product development support

Request meeting



Product evaluation, benchmarking & testing

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SBD's evaluation, benchmarking & testing services join up the dots between the engineers that work on planning and implementing systems, and end users who live with the system day-in, day-out.

By testing concepts, prototypes, and competitor solutions, our product evaluation team is able to help you validate performance and avoid costly mistakes. Typically, our product testing teams will initially be brought in to help the vehicle and system integration testing. Later in the project, our product testing teams will assist in expert testing of the system, for example, the UX team's evaluations to help improve a design before its launch, or our cyber team identifying potential vulnerabilities.

Services

- UI/UX
- Navigation, content (eg traffic)
- VR, VPA
- App, portal
- Connected services
- Onboarding/registration
- Mobility services
- ADAS HMI
- ADAS performance
- Cyber pen test
- Anti-theft



Find out more

Request a meeting to find out more about SBD's bespoke evaluation, benchmarking & testing support

Request meeting



Customer insight

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SBD's customer insight team will help you understand and validate consumer needs through surveys, focus groups and product clinics, as well as other innovative methods, including biometric analysis and behavioral science.

Using the right tools and techniques at the right time, our customer insight services will help you predict and plan for your customer's future requirements. By working as a bridge between product planners and engineers, our consumer analysts are ready to help you to remain agile as your product moves into development, ensuring you have heard the customer's voice before you reach market.

| Services

- Journey mapping (lifecycle)
- End user survey
- Focus groups
- Product clinic



Find out more

Request a meeting to find out more about SBD's bespoke consumer insight support

Request meeting



Service operations

Connected

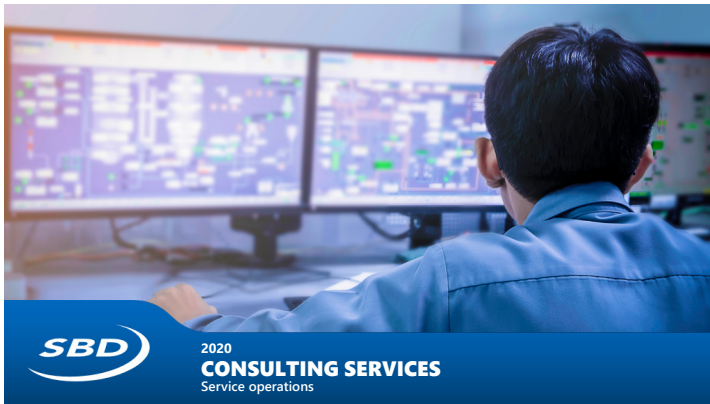
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With digital services revolutionizing the traditional automotive technology lifecycle, business model and ownership experience, traditional operation models no longer work.

With our service operations support, SBD helps you streamline and optimise services, helping you adapt to work with your dealer network to offer extended servicing, pay-monthly services, and ultimately, to build an ecosystem that will entice customers to stay with your brand.

From launch support, all the way through to helping you achieve the KPIs set back at the beginning of the process, our service operations support will keep you agile.

| Services

- Dealer/NSC launch support
- KPIs (e.g. activation, usage)
- Data analytics
- Commercialisation
- Ownership experience
- SLA compliance



Find out more

Request a meeting to find out more about SBD's bespoke service operations consulting support

Request meeting





Contact us to find out more about
SBD Automotive's Research & Consulting Services

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