



CONSULTING SERVICES FOR HIGHLY-ENGINEERED PRODUCTS

Automotive manufacturers developed extremely efficient R&D processes in order to manage complexity and face challenging markets

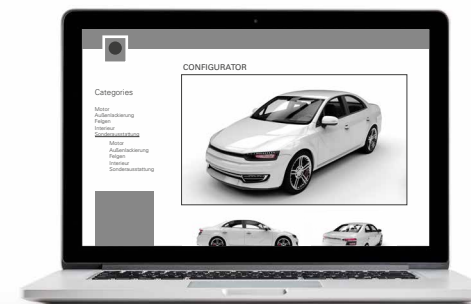
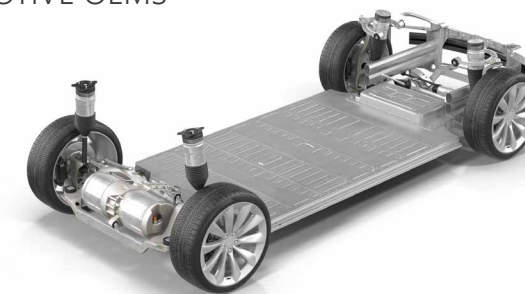


~30,000
PARTS
PER VEHICLE



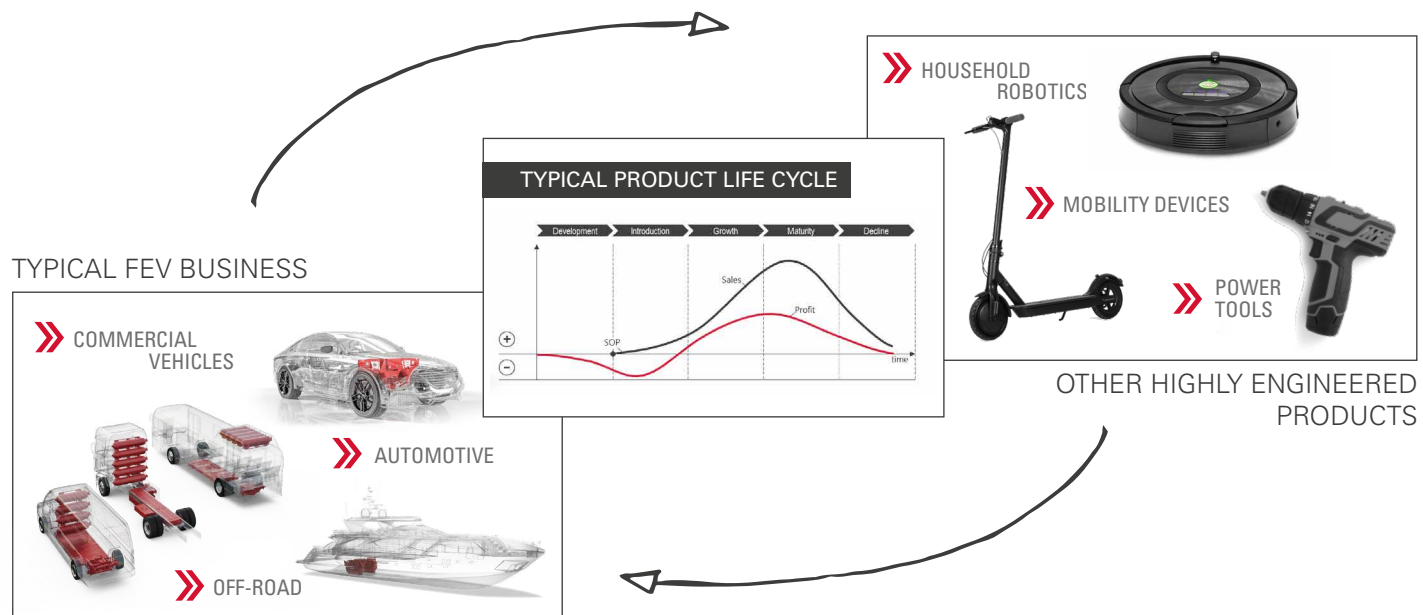
PLATFORM STRATEGIES

USED BY OEMS TO DEAL WITH COMPLEXITY
(E.G. VW MQB / MEB, BMW CLAR / FAAR, MERCEDES EVA)



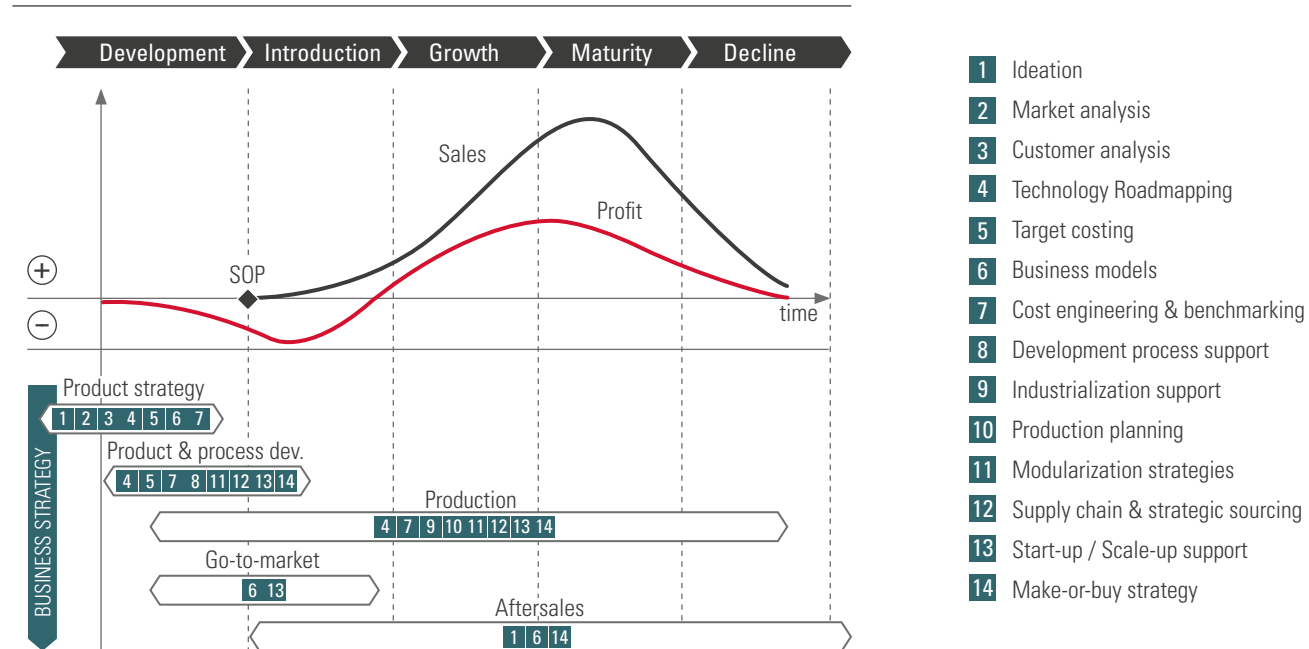
UP TO 10^{31}
VARIANTS AVAILABLE
IN VEHICLE CONFIGURATOR OF
EXEMPLARY OEM

FEV Consulting has deep experience in the automotive industry.
Other industries can benefit from that knowledge.



We offer our support along the entire product lifecycle -
from ideation through development & production to aftersales

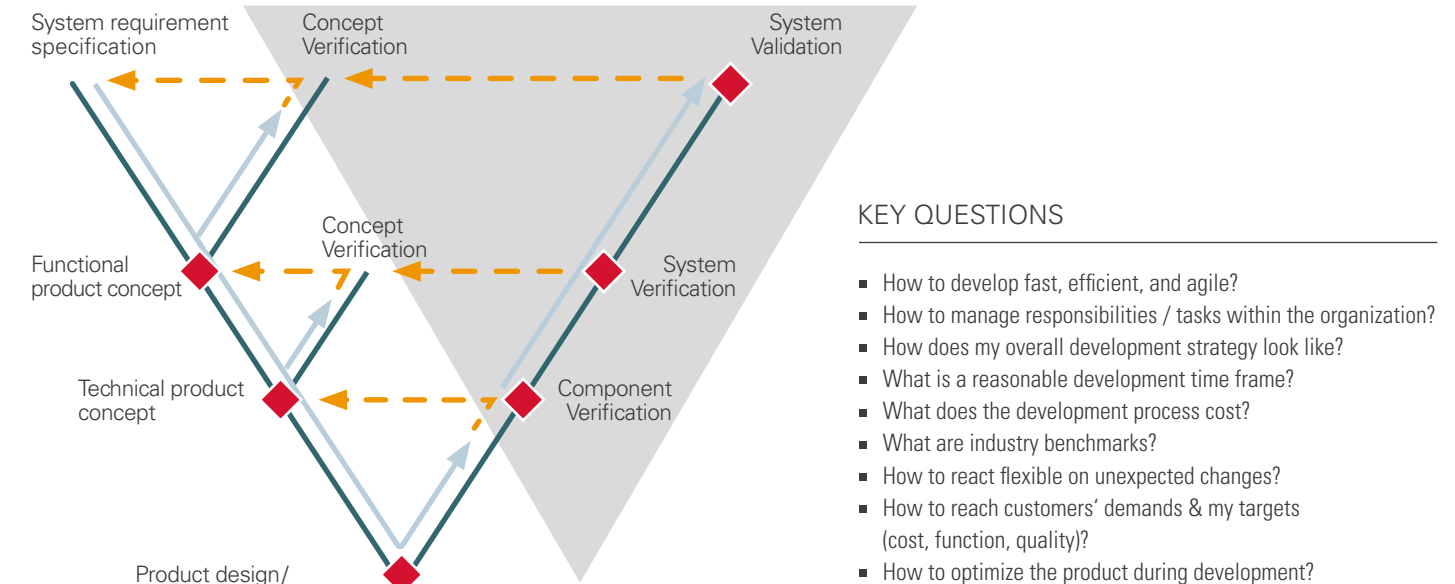
PRODUCT LIFECYCLE & CONSULTING SERVICES



A sound product strategy can be developed by a structured approach considering the relevant perspectives



Efficient development methods save time, money and improve the product quality



Model-based Systems Engineering (MBSE) is a current mega trend to keep up with rising system complexity

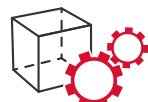
EXEMPLARY AUTOMOTIVE DEVELOPMENT TOOLS



**BIONIC DESIGN
DEVELOPMENT**



**ADVANCED CAE
SIMULATION**

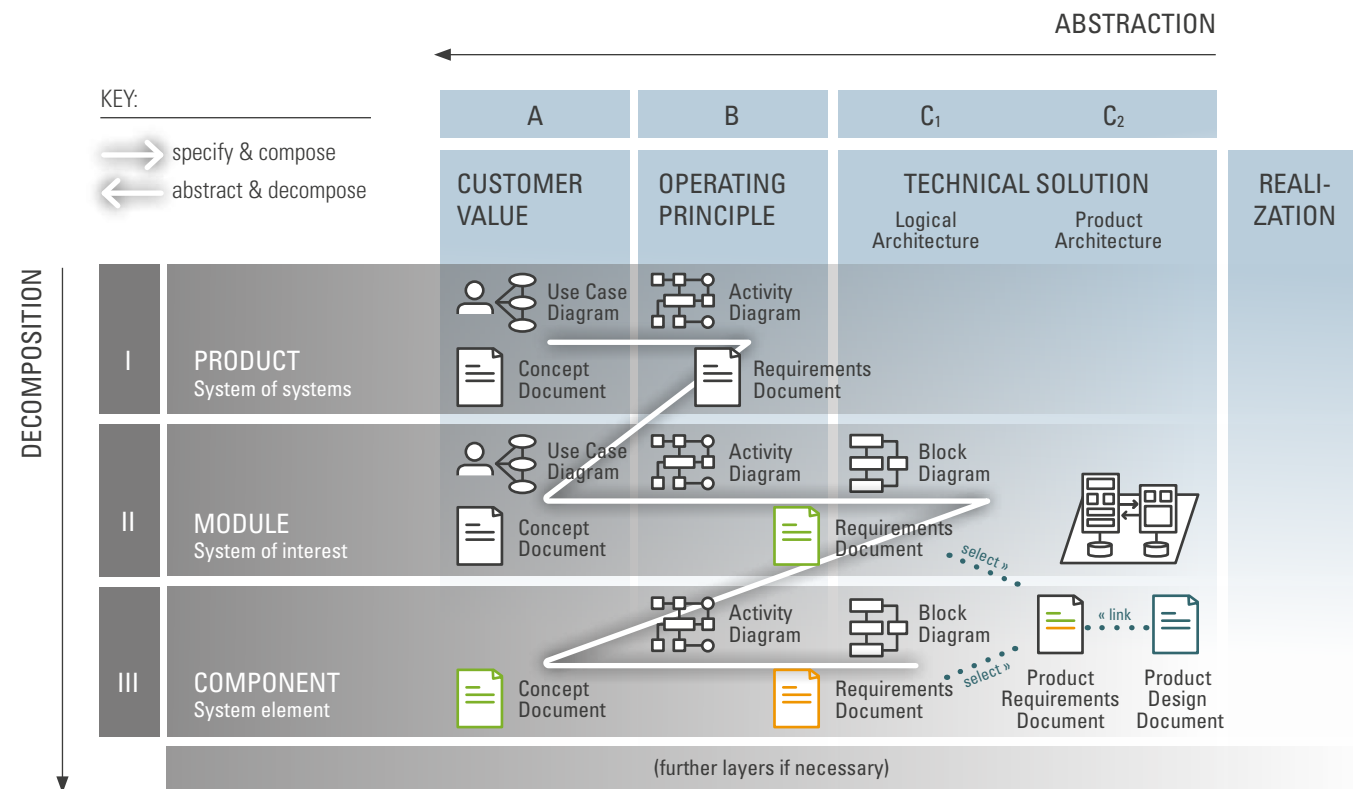


**MODEL BASED
SYSTEM ENGINEERING**

MODEL-BASED SYSTEM ENGINEERING (MBSE)

- Efficient, holistic system approach for the entire system development life cycle
- Structured derivation of requirements and test cases across four abstraction layers
- Decomposition of complex subsystems x system into smaller, more manageable ones
- Traceability of the requirement specification via abstraction and decomposition layers
- Model-based requirements specification in conjunction with textual requirements
- Reduced system integration risk
- Reduced future development efforts and costs

MBSE is expected to be a relevant method also for all highly engineered products



During the production phase, FEV Consulting addresses the right questions on each decision-making level

DETERMINE AN OVERALL STRATEGY

- How do I determine and utilize my global footprint?
- Which management concepts can I apply in my company?
- What are my strengths and weaknesses in terms of production?



MAKING DECISIONS

- Which key performance indicators help me to control my supply chain?
- How can I utilize my ERP system in the most efficient way?
- Which production lines should be integrated in a production concept?



OPERATING

SOURCE

- Warehouse management
- Supplier management
- Scheduling
- Inbound management
- Quality management

MANUFACTURE

- Make-or-buy
- Production process definition
- Production process optimization
- Performance monitoring
- Maintenance

DISTRIBUTE

- Warehouse management
- Transportation
- Claims & return management
- Customer relationship mgmt.
- Order processing

A successful go-to-market strategy requires an objective USP definition and clever sales strategy

PRODUCT USP DEFINITION

PRODUCT OFFERING / PACKAGE

- What are the key values & USPs of our product?
- How do I offer the product?
- Does a service contract makes sense?
- Do I offer an overall sales package to the customer?

CUSTOMER CHARACTERIZATION

- Who are our target customers?
- What are our target regions?
- What are the key characteristics of our customers?
- How can I reach the target customers?

CUSTOMER COMMUNICATION STRATEGY

- How do I communicate values / USPs to customers?
- How do I make values / USPs visible to customers?

SALES STRATEGY

PRICING

- Which price politics are targeted (low vs. high cost)?
- Is price differentiation reasonable to address different customer groups?
- Could price incentives speed up sales?

SALES CHANNELS

- Should a B2B or B2C strategy be followed?
- Is my sales network mature enough?
- Should the product be sold exclusively by the company (flagship stores) or by sales partners?

BRANDING / MARKETING

- Which marketing concept shall be followed?
- Which communication channels shall be used?
- Where do I reach my customers?

CUSTOMER FEEDBACK

Additional revenue can be generated by offering services & additional products which are related to the primary product on the market

PRODUCTION & SALES

AFTERSALES & SERVICES



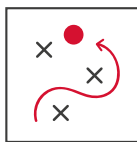
IDEA GENERATION & BENCHMARK

- Which services can be offered besides the product to increase customer benefit?
- How can I be closer to my customers?
- How can I bind existing customers?
- Which services do competitors offer?



BUSINESS CASE

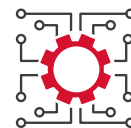
- What is the business case behind most interesting aftersales & service models?
- Can I generate additional revenue?
- How much do I have to invest to follow up on new business ideas?



STRATEGY

- How to establish new business models?
- Does outsourcing make sense?
- Who are strategical partners?
- How to sell the offerings to customers?
- What is the long-term strategy?

EXEMPLARY BUSINESS OPPORTUNITIES



SERVICES

- Predictive maintenance
- Digital services (e.g. augmented reality based)
- Connected services (e.g. cloud-based)
- Service package instead of product purchase



ADDITIONAL PRODUCTS

- Spare part business
- "Upgradeable" products
- Product related accessories
- Digital products



SECOND LIFE APPLICATIONS

- Second-hand market
- Recycling of "old" products (material reuse)
- New use cases for "old" products (e.g. old car batteries for electricity storage)

FEV Consulting is part of the automotive ecosystem and acts as an integrator of different industry-specific capabilities for its clients

TECHNICAL KNOWLEDGE

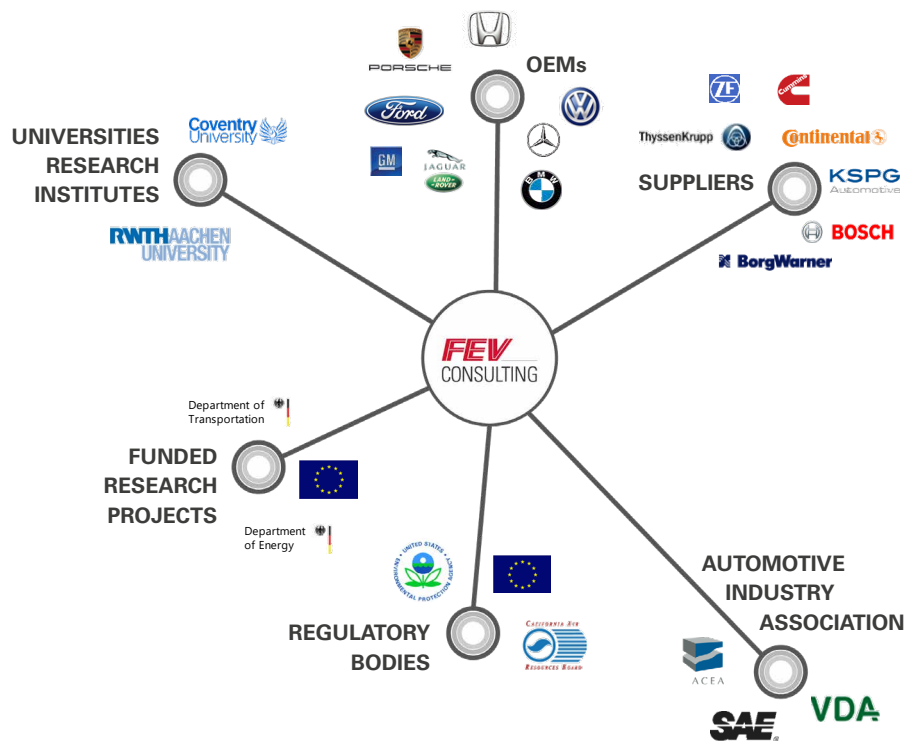
Access to over 4,000 engineers and subject matter experts and close ties to engineering and operations research

INDUSTRY EXPERIENCE

Experience from thousands of projects delivered for major players and organization from different industries

GLOBAL REACH

Global company and customer network with 40+ subsidiaries on four continents



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Coming soon...
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