

Three pitfalls in software-driven transformation

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23/06/2023 How to tackle the growing challenges.

The automotive sector is experiencing a rapid digital transformation, driven by market-push and market-pull factors such as electrification, digitalization, and automated driving. As a result, product complexity is increasing disproportionately. This is accompanied by a faster pace of change, challenging traditional vehicle manufacturers. To remain competitive, traditional manufacturers must embrace digitalization and focus on software-driven solutions.

This whitepaper reveals how collaboration, decoupling of hardware and software processes, and efficient software development can be used as key levers to successfully manage the transformation.

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