

Evolving dynamics of HMI value chain

Enabling a mobility supplier to define segment and capability roadmap for HMI



Quick overview

To define its HMI growth strategy, the client aimed to determine how the value chain and the toolchain for automotive HMI will change in the future. The objective included benchmarking various solutions in terms of critical features and capabilities for the toolchains that will be used for developing HMI in the near future

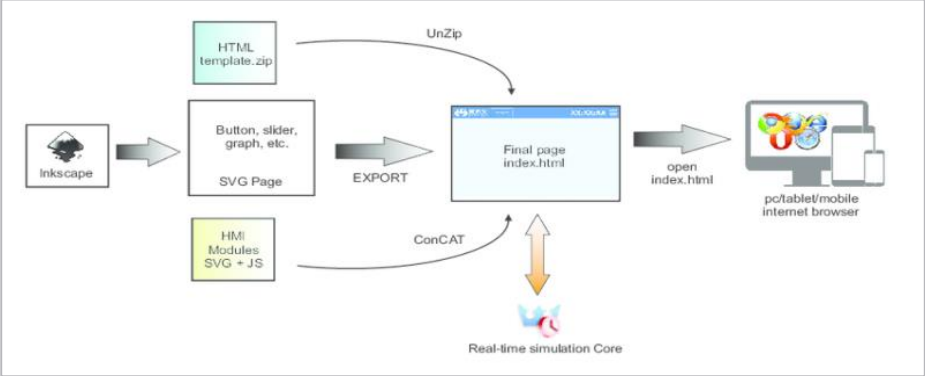
Client success details

The engagement helped the client understand region-wise adoption of wireless technology, thus enabling the client to build a future roadmap concerning demand. The engagement answered vital business questions



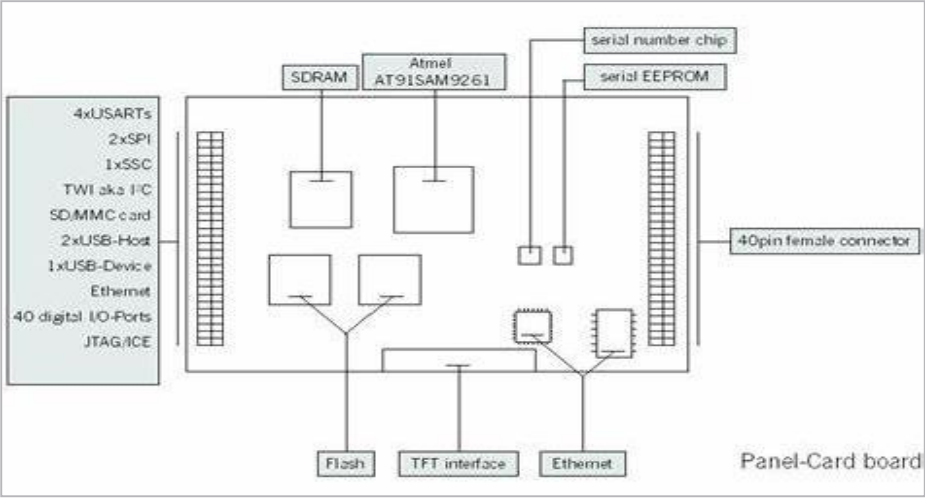
A well-defined HMI strategy needs to be based on a clear understanding of emerging toolchains

- What are the various OEMs' strategies with regards to HMI development?
- How will the OEMs structure the HMI Development? Which tasks will be done by OEMs & which will be outsourced to the suppliers?
- Which are the chosen toolchains for HMI development for various OEMs



FutureBridge conducted extensive primary and secondary research across OEMs, Software developers, industry experts, component suppliers to determine current and future HMI trends

- Benchmarking various solutions on features, capabilities
- Outsourcing vs. in-house development trend
- OEM and competitor business models
- HMI design in automotive, the software, and the various tools used in the process



FutureBridge further analyzed and arranged the primary and secondary research findings to develop a winning strategy on HMI segment entry for the client.

The engagement has helped the client to select appropriate toolchains for HMI development and investment in them.

About FutureBridge

FutureBridge tracks and advises on the future of industries from a 1-to-25 year perspective.

We keep you ahead on the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.