

Passive keyless market strategy

Defining passive keyless vehicle entry system strategy for a mobility supplier



Quick overview

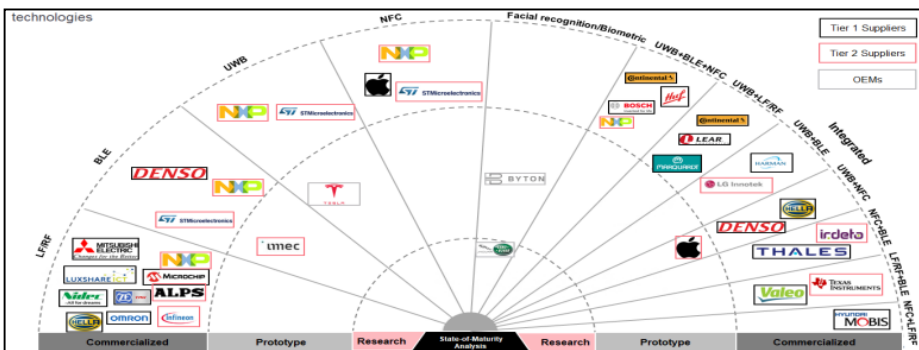
In order to define its testing and validation offerings strategy for automated vehicle segment, the client wanted to get an understanding of current and emerging landscape of solutions across tool-chain for ADAS/AV system validation & testing. Further the client also wanted to align & develop internal capabilities required to explore the market

Client success details

The engagement helped the client to define a strategic roadmap for offering testing and validation services for ADAS/ AVs. Following overarching business questions were answered through the engagement

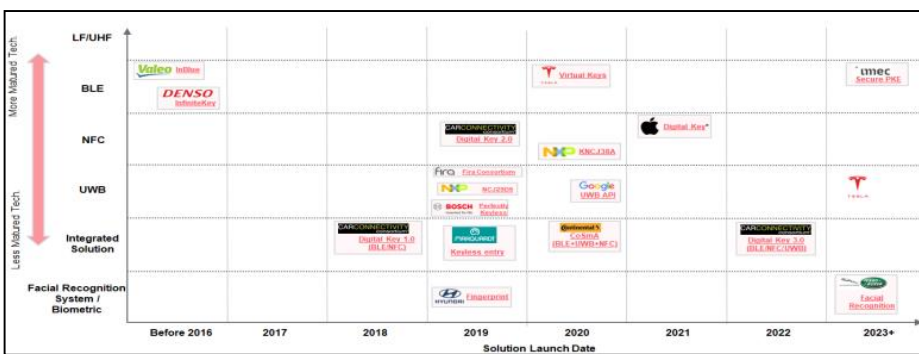
As the ADAS technologies improve and start to penetrate market, the need to validate & test new ADAS features and hardware also increases simultaneously

- What is the market opportunity for passive keyless entry systems and its classification by geography?
- How do they compare with each other on features, capabilities, popularity?
- What has been OEM strategy with regards to ADAS validation tools &
- What is the current and expected value chain for these activities?



FutureBridge conducted extensive primary and secondary research across OEMs, suppliers, simulation solution providers, validation & testing service providers. The output included

- State of the art of current applications
- Solution Architecture
- Driving & Limiting Factors
- Market adoption trends and competitor trends
- Value chain structure for available solutions



FutureBridge further analyzed the primary and secondary research findings to find attractive solutions that can be offered by the client for validation and testing of ADAS/ AVs

The engagement has helped the client to define their future roadmap for testing and validation solutions for Automated vehicles in Germany and China. The client's roadmap includes capability ramp up through internal training as well as through partnerships

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.