SOFTWARE DEVELOPMENT OF AUTOMOTIVE SEATING ECU

ABOUT THE CUSTOMER
The customer is a privately held global automotive supplier. With about $1 Bn in revenues and more than 5000 employees in 3 continents, the customer has become a key player in automotive electronics manufacturing and system integration.

BUSINESS CONTEXT
► The end customer was a startup with no experience in the product/technology. EMA’s customer needed a reliable partner for software design for an ECU developed by them.
► The key criteria was extremely short development cycle which translated as aggressive engineering project deadlines.
► The delivery team needed cross-functional and cross-cultural interaction experience as the disparate teams of the customer and their end clients were spread across countries like USA, Italy, South Korea etc.
SOLUTIONS/APPROACH

End to end software specification and design was done by EMA. For a new ECU produced by the customer, EMA used

► MBSE engineering to develop seat movement control.
► Network protocol (CAN, LIN).
► Electrical and network diagnosis.
► Seat comfort functions (heating and ventilation).

WHY EMA?

► Bitron and EMA's legacy of partnership, built great confidence for the customer to choose us as the partner for this complicated project.
► Accelerated PDLC meant, the customer needed a partner who has proven experience in automotive electronics product development.

VALUE AND BENEFITS

► Agile project management and fast prototyping methodologies were critical in crashing the development time frame.
► EMA's engagement model with the customer helped assign dedicated resources to meet the end client demands for cutting.

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