

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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