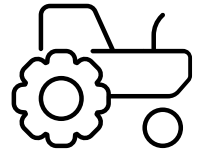
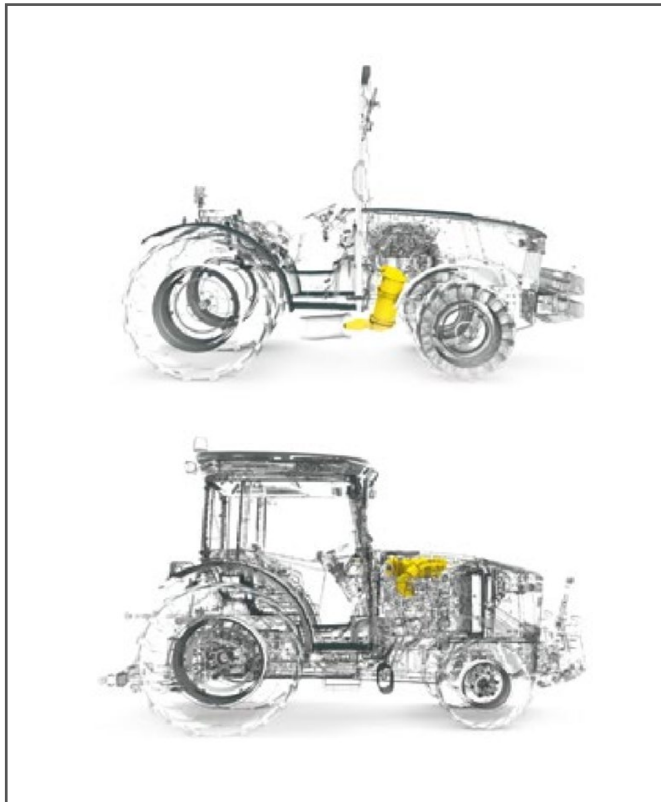


# Conceptional design, introduction and operationalization of a scalable modular architecture approach for agricultural equipment



## STRATEGIC CHALLENGES

- Customers require more customized tractor solution while the price need to remain on a competitive level
- Development units in 3 different locations work highly independent without use their synergies
- Existing operating model is not supporting cross product reuse of modules



## IMPACT

- Consistent portfolio vision with 13 models and 4 architectures
- Well defined architectural pillars that enable scaling and sharing of components
- Clear module strategy which defines reuse of modules which reduces cost by 10% and part count by 30%
- Introduction of architect and module owner role

## LEVERS

- Definition of future product portfolio vision, architecture design and module strategy for tractors
- Operationalization of an architecture development process incl. tools and templates
- Financial assessment and business case calculation of the modular approach
- Introduction of a platform centric operating model (roles, governance, interaction)