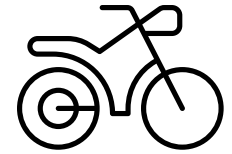


Systems engineering driving state-of-the-art competitiveness through maturity of the R&D operations model



SELECTED RESULTS



CHALLENGE

- After a split from a co-development partner, the goal was: maintaining leadership in the local market, entering new markets and developing new technologies
- Build up a complete Systems Engineering (SE) based R&D op model, set up feasible SE driven org structures and establish a world-leading R&D infrastructure in the two-wheeler industry
- Recruit product development and technology experts from all over the world. Create the right SE driven R&D process landscape and structures

LEVERS

- SE structures, responsibilities, processes: development, simultaneously piloting and agile implementation across the entire R&D organization
- Build up resources and teams
- Boost SE capabilities & partner network
- Renew and expand model portfolio

IMPACT

- Development logic established. Corresponding dev. plans, incl. prototype phases, implemented
- Core processes for product development and project management introduced
- All key development staff trained and given operational support during execution
- Significantly better process stability, improved interaction between key roles