



**6 critical factors for a successful  
co-development partnership**



## Build a common understanding

The basis for achieving excellent results is a common understanding of the set goal. Collaboration between partners works best with iterative alignment on product maturity progress and development process to achieve the goal as efficiently as possible.

Responsibilities, work model, time horizon and meeting culture/coordination are critical for co-developing a best-in-class product.



**Be clear on the scope, expectations, task-split and timeframe of the partnership.**



## “Set” the qualification process

Strategic decision-making in the qualification process focuses value in product development and supports long-term partner orientation rather than price orientation in partnerships. Defining objective criteria ensures consistency in strategic decision-making and transparency over the entire product development.



**A systematic approach for the selection and evaluation of suppliers is based on the corporate strategy and its objectives.**



## Focus on “long-term”

Product development projects are often characterized by challenges and unexpected events. That is why we recommend a long-term collaboration partner, who is build on similar corporate cultures, values, trust and an open mindset.

Strategic collaboration partners should also be complementary to your core competencies and reliable.



**Select a supplier matching your values and performance – the journey might have obstacles.**



## Be aware of early indicators

Product quality is the main reason for long-term customer satisfaction. That is why we recommend continuous product and process validations in both the development and series production phases.

Defining plausible, measurable indicators from the beginning leads to early detection of potential risks/problems in the development phase. In addition, a descriptive classification guide helps to understand at which level appropriate solutions can be decided.



**Monitor the product performance with a clear selection of quality indicators to readjust the process if needed.**



## Live up to equality

The joint design of a working model between partners at the beginning of the project leads to a collaboration, which is recommended to be based on equality “on eye level”.

Equality in the partnership is proven to set the basis for constructive, open and high-of-quality discussion leading to the best possible solutions/outcomes.



**Defining a joint working model improves communication, feedback culture and decreases frustration.**



## **Make use of the power of digitalization**

The provision of platforms and IT-infrastructure enables seamless collaboration with the partner, as each platform and IT-tool serves a different purpose or communication channel in the collaboration.



**Creating digital twins and utilizing IT-platforms accelerates projects to the next level.**

## Build a common understanding.

*Clearly define the scope, timeframe and expectations at the beginning of the collaboration process.*

## Focus on “long-term”.

*Choose a partner with whom you will work on a common goal, build a relationship of trust and reach high performance.*

## Live up to equality.

*Define a working model that allows short communication channels, an equal feedback culture and fast feedback loops.*



## “Set” the qualification process.

*Evaluate partners based on predefined criteria in your qualification process, which are also related to the corporate strategy and objectives.*

## Be aware of early indicators.

*Monitor performance against clear indicators in order to take countermeasures at an early stage of the collaboration.*

## Make use of the power of digitalization.

*Create platforms for improving collaboration and ensuring interoperability between data formats, IT tools and simulation models.*





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