

TRANSCRIPT

Road to success

This person is developing a car.

In fact, these people are doing it together, or not.

Some will say it is about the quality you get at the end of the line, not about the efforts required to get there.

But what if you could get even better, while taking full enjoyment from the way.

Under the umbrella of Accenture, **Designaffairs**, **Zielpuls**, **ESR Labs** and **umlaut** come together, to optimize the value chain of your automotive developments.

At **designaffairs** we look at mobility from a purely user-centric perspective. We conceive, design, prototype and test HMI solutions in the context of digital and physical touch points. In the process, we bring along a set of tools and methodologies which help us to not simply designing functional solutions, but which help us to really catch people's hearts with solutions that are not just purely practical but emotionally appealing.

The past was bringing parts systems together, now the rules change, it is all about experience and software first. Our team at **Zielpuls** is specialized in E/E architecture and systems engineering. It's all about transforming the OEM system in sustainable platforms.

ESR Labs is short for Embedded Systems Research Laboratories. Balancing between engineering and art, there are more than just standard solutions for creating good code. While focusing on embedded systems, we also build complimentary Cloud software stacks. Our software is state-of-the-art tested, and we live up to the highest standards of safety and security in the automotive industry. ESR Labs is a place for creativity and unconventional approaches, our full-stack software solutions in the automotive industry help bringing cars to life.

At **umlaut** we lead our clients' products to the defined goals by successfully steering all development partners. Due to our deep technical expertise, our testing and integration experience, combined with our project management skills we know where and how to engage at any level of a product development as well as processes. On the way, we are able to develop and build solutions, such as test environments or tools, that foster the product quality.

We and our friends from designaffairs, ESR labs, umlaut and Zielpuls are working hand in hand together to make this happen and speed up the process of transformation.

We are the people behind Accenture Industry X. Right now we have the power to make this industry even more meaningful and more sustainable for the world.