Service with Success

Under the heading “Success through Service”, Michael Dick (Board Member for Technical Development at Audi until 8/2012) commented on the synergies in cooperation with engineering service providers from an OEM's perspective*. I would like to compare this with the supplier’s perspective. What is true for vehicle manufacturers also applies in a similar way to service providers. They owe their success to a new kind of division of labour in our modern world. OEMs outsource some of their activities to outside companies. There are large service providers who make use of this market and supply employees, and they can make a good living from the large volume of contracts involved. But I’m not referring to these. I’m talking about the many medium-sized companies who stand out because of their special range of engineering services, with which they are successful.

Dr. Cornelius Chucholowski, Managing Director of TESIS DYNAware

Particularly in development projects where new technologies are emerging, such as electric mobility or driver assistance systems, for which there is only limited in-house capacity or expertise, manufacturers are happy to turn to outside companies who can offer something special. This is one reason why there are smaller engineering service providers who are successful in competing with large mass suppliers. It is not the hourly rate alone that is decisive for winning a contract but the overall service of the supplier. An overall assessment includes criteria such as expertise, continuity and reliability. Concentrating on one area of expertise will guarantee the success of a service provider, such as TESIS DYNAware as a provider of products and services in the field of modelling and simulation.
Expertise is focussed in the company’s own development department with its own products. Know-how from many different projects finds its way into the products themselves. This in turn benefits the customer, who gains access to a wide range of experience. At the same time, it is important to maintain the exclusivity of customer-specific results. But what counts in the end is trust and long-term reliability. For some developments, OEMs even welcome the distribution of their knowledge and support its commercialisation. In doing so, they hope to facilitate production or cut costs. This applies not only to technical components such as plug sizes but also to data formats or program modules.

The provision of consulting services is a further area of focus at TESIS DYNAware. Expert employees with many years of experience advise customers in designing efficient development and validation processes of vehicle functions through simulation. Working for a service-providing company with many different customers and projects gives them an overall view that internal company employees are often unable to achieve. OEMs typically tend to make use of external consultants only for a limited period, before taking on the work themselves.

Cooperation in a partnership is the precondition for joint success. I am pleased that Michael Dick emphasises the role of service providers for OEMs, because I believe that this close cooperation makes an important contribution to the innovative capacity of the German automotive industry.

*Michael Dick Comment published in ATZ Extra 2012*