

COMPETITOR INTELLIGENCE

Competitor intelligence for automotive, telecom, white goods, IT/ITeS and other verticals

ABOUT THE OFFERING

- Understanding around strategic initiatives of competitors
 - Detailed case studies on success and failures
 - Analysis around pricings, volumes and sector focus
 - Future plan and rationales
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- Service offerings can be used for
 - Benchmarking Exercises
 - Productivity Enhancement
 - Organization Strategy

CURRENT AND FUTURE PLANS OF COMPETITORS

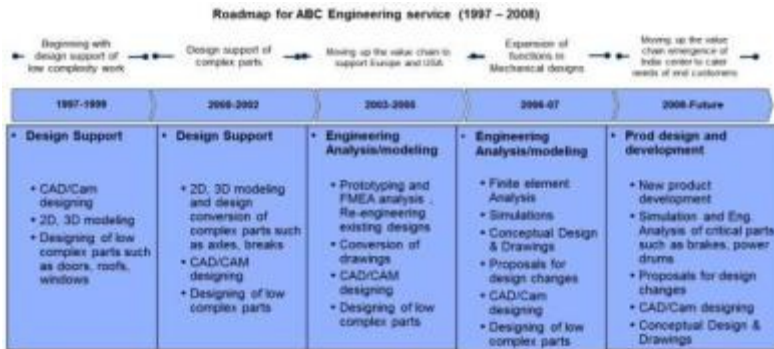
Number of employees in particular R&D function for different competitors



- Current Future headcount
- Activity wise focus
- Billing rates and sales process
- Organization structure

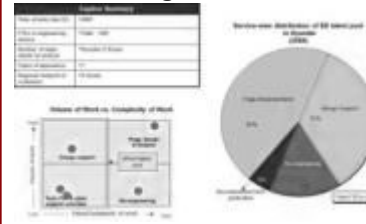
COMPETITOR CASE STUDIES

Evolution of the team in India



ANALYZING THE KEY ATTRIBUTES

Key activities & extent of outsourcing



Pricing, Volumes and sector focus

Service Offering	My Americas	My Europe	My Asia/Pacific	My Latin America	My Middle East	My Africa	My Australia	My Canada	My India
Prod. Design and Development	1,200,000	1,500,000	1,800,000	1,000,000	1,200,000	1,500,000	1,800,000	1,000,000	1,200,000
Design Support	1,500,000	1,800,000	2,000,000	1,200,000	1,500,000	1,800,000	2,000,000	1,200,000	1,500,000
Eng. Anal. / Modeling	1,800,000	2,000,000	2,200,000	1,500,000	1,800,000	2,000,000	2,200,000	1,500,000	1,800,000
Embedded Electronic - Software	2,000,000	2,200,000	2,500,000	1,800,000	2,000,000	2,200,000	2,500,000	1,800,000	2,000,000
Embedded / Electronic - Hardware & Circuit Design	2,200,000	2,500,000	2,800,000	2,000,000	2,200,000	2,500,000	2,800,000	2,000,000	2,200,000
Prototype Building, Testing, V&V	2,500,000	2,800,000	3,000,000	2,200,000	2,500,000	2,800,000	3,000,000	2,200,000	2,500,000
Manufacturing Engineering Support	2,800,000	3,000,000	3,200,000	2,500,000	2,800,000	3,000,000	3,200,000	2,500,000	2,800,000
Test, P&B & Other Support Activities	3,000,000	3,200,000	3,500,000	2,800,000	3,000,000	3,200,000	3,500,000	2,800,000	3,000,000
Vertical Level Summary	12,000,000	13,500,000	15,000,000	10,000,000	12,000,000	13,500,000	15,000,000	10,000,000	12,000,000

COST BENCHMARKING

Cost benchmarking for automotive, telecom, white goods and other industrial products

ABOUT THE OFFERING

- Cost analysis around the design, content, process, supplier base, labor and product development efficiency
 - Qualitative inputs around various cost parameters
 - Detailed interview guides for higher accuracy
 - Highly iterative approach
- Service offerings can be used for
- Cost Benchmarking and reduction
 - Growth Strategy
 - New product launch

COST ANALYSIS FRAMEWORK

Components	Accounted	Unaccounted	Total	% saving	Go
1. Low Cost Design / Vehicle Content					
1.1 Low Vehicle Content	149	37	186	17%	
1.2 Low cost designs	701	0	701	63%	
2. Low cost Supply Base & Labor					
2.1 Low Cost Labor	21	10	31	3%	
2.2 Co-location of Suppliers	18	0	18	2%	
2.3 Co-Development with Suppliers			0	0%	
2.4 Utilization of non-traditional Suppliers (starting from lower cost base)	175	0	175	16%	
Variable saving	1064		1111	100%	
3. Capital Efficiency					
3.1 Manufacturing Simplicity			0	0%	
3.2 Reduced Capital Through Incentives			0	0%	
4. Product Development Efficiency					
4.1 Organizational Efficiency			0	0%	
4.2 Process Efficiency			0	0%	
4.3 Sharing testing costs			0	0%	
Total (3+4)	0		0		
Total Cost Saving	1064		1111		

- Cost structure/saving around:
 - Design and content
 - Supply Base and Labor
 - Capital Efficiency
 - Product development efficiency

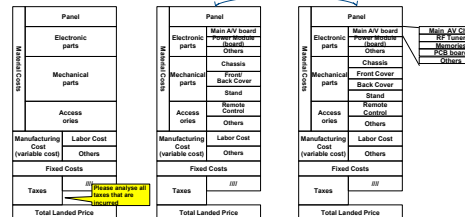
Note: Effective logistics cost due to suppliers this logistics cost due to suppliers Effective logistic costs is 2.5%

Note: 20% of the parts modification saving is through non traditional suppliers Details are captured in the savings details tab

TIME AND COST ANALYSIS ON PROCESS

ANALYZING THE KEY ATTRIBUTES

Understanding components



Cost by Components

