

## **The Reason Behind Consulting4Drive**

May 2007

### **Widening Prospects With Consulting4Drive IAV Finds Subsidiary For Management And Process Consulting**

IAV clients know they can trust the comprehensive development expertise IAV can provide for the whole vehicle. Since April 2007, this service portfolio has been extended to include management and process consulting. This is the domain of 'Consulting4Drive'.

In the automotive industry, managing complexity these days is a necessary core competency in the face of a market dominated by globalization, specialization and intense competition.

The forces driving this complexity are the increasingly exacting demands clients and consumers are placing on the aspects of cost, quality and time: for instance, the demand to develop vehicles in a way that ensures they are easy to maintain over the course of their service life. Or the need to optimize delivery times and supplier management in the emerging markets against the backdrop of a necessity to procure components locally. Further examples include factors such as minimizing warranty costs after the start of production while at the same time shortening development times.

This is why more and more clients from the automotive industry, whether they are OEMs or tier-x suppliers, are expecting development service providers to be management and process consultants in addition to wearing the hat of specialist, multi-discipline expert and technology leader. The tendency toward high-quality, all-embracing development services and the growth in large-scale (inter-company) projects is, at the same time, witnessing a demand for efficient integration in client processes right through to including production and after-sales.

IAV has recognized this trend and has been swift to take action in addressing this situation: In future, Consulting4Drive, IAV's newly founded and wholly owned subsidiary, will be offering consultancy services in the field of process management and organization. "Consulting4Drive is adding management and process consulting to IAV's service portfolio, complementing an already extensive competency catalog. Our aim is to be an attractive partner to our clients in all major fields", says Kurt Blumenröder, IAV President and CEO.

At the helm of Consulting4Drive are Managing Directors Harald Grübel and Wolfgang Reimann. Harald Grübel, Spokesperson of Consulting4Drive's management, can draw on many years of experience building up both

engineering and consulting business units in new and existing markets. Wolfgang Reimann takes on this function in addition to the duties he already has as Senior Vice-President of the Vehicle Electronics division at IAV. "Wolfgang Reimann's commitment will guarantee that consulting and engineering go hand in hand. This is our explicit wish", Harald Grübel explains. Wolfgang Reimann adds: "IAV's expertise in engineering will make sure we develop and shape effective, viable processes, and don't channel our efforts into the wrong areas. Our own experience in engineering gives us the necessary understanding of what is feasible."

C4D's management and process consulting services center on the fields of development, production as well as on purchasing and markets. Both directors see an additional area of work in the new markets of Asia and Eastern Europe. "In the field of localization (here, in particular, procuring local content from domestic suppliers) and transfer to the emerging markets, there will be a growing need to act on the part of OEMs and suppliers. This is where we can and want to offer our support", says Wolfgang Reimann. Developing organizational structures, i.e. cooperation between engineering organizations, tops off Consulting4Drive's portfolio.

In addition to consulting, the company also offers training opportunities under the "Academy" heading: "Collaborating with IAV, we will be providing clients with training measures that are tailored to their requirements, in the latest methods and technologies, for instance. Under the "Train the Trainer" banner, we see a huge demand in this context, especially in the emerging markets", Harald Grübel feels.

Nowadays, the market is awash with consultancy providers. The connection with IAV provides the advantage of being able to offer consulting that is tailored to a specific product and process. As a result, Consulting4Drive is not a "near-sighted" consulting company out of touch with market needs but a consultancy provider with a profound knowledge of the automotive industry.

[b.peterson@consulting4drive.com](mailto:b.peterson@consulting4drive.com)