

Software Excellence for Automotive



THE BALANCE BETWEEN INNOVATION AND EFFICIENCY

In order to stay ahead of their competition, automotive suppliers need to provide OEMs with innovative, high-quality products swiftly.

This translates into suppliers facing great pressure and challenges to constantly grow their software development organizations, all while keeping costs under control.

The automotive industry is going through the biggest transition in history, and only companies that create innovation and operate efficiently will be able to capitalize on this market opportunity.

DATA-DRIVEN DECISIONS RESULT IN SMART IMPROVEMENTS

Seerene fuels informed decisions by making software development activities transparent across all projects.

The software analytics platform connects all data silos in the software development process, which sheds light on root-causes, unveils the negative effects of existing impediments and allows them to be thoroughly assessed and eliminated one-by-one. Stakeholders across all levels can now manage software code development based on standard KPIs and ensure that the organization can rapidly implement innovation, while meeting and exceeding quality gates.

Delivering beyond minimum standards and exceeding customer expectations typically increases top-line revenue, and standardization of software development processes helps increase productivity and with managing cost.

ACHIEVING EXCELLENCE THROUGH TRANSPARENCY

With Seerene, one of the largest automotive suppliers has full transparency over their software development, to identify and remove impediments in code and process. This enables continuous improvement in delivery excellence and efficiency.

SEERENE HIGHLIGHTS

- Connecting data silos end-to-end
- True data for actually compiled code
- Unified data, stakeholder-specific views
- Powerful, and easy to understand 3D software map visualizations
- Automotive KPIs and indices

BUILDING VALUE THROUGH SOFTWARE ANALYTICS

- **Transparency:** Drive maturity and harmonization
- **Smart improvements:** Invest where development organisations benefit the most
- **Real-time steering:** Identify actionable insights and set targets
- **Continuous optimization:** Establish and share standards and best practices

SEERENE SOFTWARE ANALYTICS FOR AUTOMOTIVE

Seerene is an end-to-end analytics platform for organizations needing greater transparency in software development. The platform helps customers to transform their standard, speed and cost effectiveness. The Seerene idea originated in a research project in 2004, which evolved into a spin-off of the Hasso-Plattner-Institute in 2015. Seerene has since been recognized as Cool Vendor by Gartner, as B2B Scale-Up of the Year by McKinsey and Google and was recently selected by Microsoft for its ScaleUp program.

By maintaining co-innovation partnerships and a customer focus on automotive, Seerene has expanded its platform to support automotive-specific use cases, and now provides unique value to this industry. Many blue-chip companies in other industries also use the platform, allowing Seerene to accumulate a breadth of experience that helps to solve the most pressing questions faced in the highly challenging automotive industry.

SMART DECISIONS ACROSS ALL STAKEHOLDERS

All stakeholders from development teams, project teams and senior management benefit from unilateral access to the same data and can make fact-based decisions to achieve delivery and efficiency excellence.

- **Development Teams:** Optimize development capacity and code assets across all projects to ensure rapid and efficient implementation of innovation while maximizing reuse of code.
- **Project View:** Focus on project-related development activities and deliveries to meet budget and deadlines, and exceed quality standards such as HIS, MISRA and others.
- **Management View:** Compare projects, business units and performance indices to make smart investments in the most relevant areas and achieve overall excellence in software development.



END-TO-END ANALYTICS ACROSS DATA SILOS

STAKEHOLDERS
IN YOUR
ORGANIZATION

Architect,
Tester...

Project / Quality
Manager...

Domain, BU,
Division Head...

Seerene Insights and Visualisations

PLATFORM

Seerene Analytics

YOUR DEV
TOOLCHAIN(S)
DATA SILOS

REQUIREMENTS
MANAGEMENT

ISSUE
MANAGEMENT

SOURCE CODE
MANAGEMENT

STATIC CODE
ANALYSIS

UNIT TEST

CONTINUOUS
INTEGRATION

REQUIREMENTS
TEST MGMT