



Engineering Organisations

Experienced Automotive Experts Strengthening and Developing Your Engineering Organisation

How Can You Create an Effective Cross-Border Engineering Structure and Make Your Company the No. 1 Choice as Development Partner and Core Supplier for Global OEMs?

Electrification is significantly changing the way suppliers and OEMs work together. An increasing share of the R&D responsibilities, vertical production content and added value will move to suppliers. With reducing production scope at OEMs, suppliers have a chance to totally re-position themselves in their relationship with their customers.

The CBI team of Automotive Board & Director Level Managers and R&D experts from the supplier- and OEM environments, has developed a strategy-creation and implementation approach which enables you to reposition your R&D department to become a partner of choice for OEMs. We support your team in:

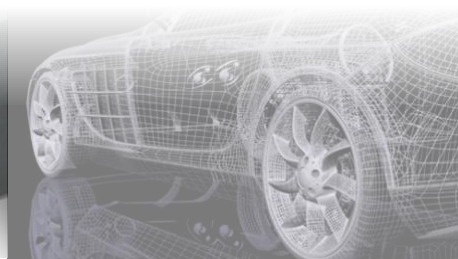
- Anticipating the coming changes in the OEM-Supplier Value Chain and their impact on your products based on the development culture of a global OEM like Toyota or BMW.
- Developing a clear understanding what innovation means in different countries and, for example, how you can keep up with the speed of innovation in China or participate in innovation in Japan
- Creating the concept for implementing an integrated global engineering structure with the right capabilities in the key locations outside your home-market.
- Developing global and local teams that can work smoothly with the customer's R&D teams and win their trust = implementing the changes with the right tools, methods and trainings
- Delivering volume production- reliable QCD and the flexibility to support production fluctuations

CBI has set-up and managed highly-effective Cross-Border R&D organisations. Our team of European and Asian experts is ready to develop and implement your winning, cross-border R&D strategy.

CBI's expert consultants have worked in and understand both the OEM and the Supplier side of the development process.



Global Engineering Practise Lead Fumiyasu Suga engaged in mass production development of core models for 15 years as a powertrain engineer and directed innovative powertrain development for 20 years at HONDA R&D Co. Ltd. During this time, he developed deep insight into the relationships between Japanese OEMs and global suppliers and the gaps between the expectations of both sides. He has asked deep questions about the future of the OEM-Supplier relationships as we move ever faster in the direction of electrification.



Building an Effective R&D Department

There is no standard solution for building “the perfect localized engineering center.” Too many factors influence the decisions: Is it possible to localize core-know-how? Will you find and keep the right people in your target market? Can you afford a mirrored, advanced R&D department and test center? How is modern communication technology enabling new global structures? What are the real needs of your clients and what are just demands made in order to push your local competitor? Not forgetting one of the key-questions: „What structure do you need to be a partner for innovation in key-markets?

CBI has a deep understanding of all these factors and offers solutions and a wide range of services and capabilities to help define what you need to structure your business correctly in a changing environment. We also have the skill-set and resources to drive and implement the necessary human and organisational change required to optimise your organisation.

Examples of Our Expertise & Services:

STRATEGY DEVELOPMENT

- Adapting to Value Chain Changes (Strategy)
- Identifying real customer needs
- VoC and Gap Analysis
- Building a Cost-Effective Global R&D Footprint

INTERIM MANAGEMENT

- Engineering leaders join and manage teams

PERFORMANCE IMPROVEMENT

- Technical Health Check
- Innovation workshops
- Process analysis and improvement
- Collaboration with External R&D Partners

PERSONAL/TEAM DEVELOPMENT

- Top management mentoring
- Management Coaching
- Skills audit
- Re-teaming
- Training

What Makes Us Different?

Our Lead Consultants have all managed multinational organisations (MNC) at board-member-level. Through a combination of experience, applied learning- and change methodologies, we help your team to achieve significantly increased motivation, engagement and understanding of empowerment. This leads to a sense of responsibility for results. Our unique approach combines operational experience with certified skill-development tools and personality development training. We have the depth of experience to combine HRD/OD with your strategy implementation process, ensuring an effective process and sustainable results.

Customers & Companies we have worked for:

