



AUTOMOTIVE ENGINEERING SERVICES

Providing quality Automotive Engineering Services to OEMs and Suppliers

Consumer demand for advanced connectivity features is strongly influencing innovation and is changing the shape of the Automotive Industry. Automakers have traditionally focused on the mechanical components within the vehicle and not necessarily the software and/or connectivity features. With the new demand for innovation in connectivity, infotainment, advanced driver assistance systems and more, automakers and auto suppliers must build new expertise in electronics and software in the automobile.

HARMAN offers Automotive Engineering Services for connected car solutions and services to global automotive ecosystem participants to address these complex business challenges. HARMAN supports an OEM or Supplier whether they choose to lay the foundation and build capabilities in-house or partner with a third party to offer more integrated services to their consumers.

Helping OEMs & Tier 1s realize their connectivity vision

Automotive ecosystem participants realize that the future connected vehicle operates in a complex and intricate ecosystem involving various platforms, multiple suppliers, and numerous transfer protocols. This requires multiple communication technologies to be developed, tested and supported. HARMAN provides Automotive Engineering Services in the following areas:

- Establishing complete In-house Software Teams or Divisions at OEMs and Suppliers
- Acting as a Master Software/System Integrator
- Providing Select Automotive Engineering Services to build various platforms
- Offering Connected Car Program Consulting Services for specific skillsets such as Android Auto
- Delivering recommendations on Next Generation Hardware and Software

Top-line benefits

- Faster Time To Market: Common use cases are pre-packaged and can be immediately deployed
- Insightful analytics leading to higher consumer stickiness
- Deliver convenient user experience, differentiation & innovation
- Monetize and enable new services to consumers
- Access latest technology and personalized in-vehicle experience

Why HARMAN?

Shortening Time-to-Market

Shorten your time from concept to delivery using our best practices, turn-key delivery models and rich talent pool.

Cross-platform

Take advantage of our experience in multiple industry verticals and leading platforms to rapidly exploit new market opportunities.

Global delivery footprint

Our skilled, talented engineers deliver solutions to companies like yours from centers throughout the world.

Solution accelerators

Get access to leading edge innovation and best practice by using our solution accelerators and global pool of partnerships.

www.harman.com

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Capabilities and Benefits

In-house Software Teams/Divisions	Establishing complete In-house Software Teams or Divisions at OEMs and Suppliers. <ul style="list-style-type: none">• Define vision, requirements, architecture and platform strategy• Establish Software Program management• Develop Software Architecture• Provide Software Integration• Perform Software Application Development
Master Software/System Integrator	Comprehensive solution for the development of the Next Generation Connected Car platform and related components. <ul style="list-style-type: none">• Develop and integrate key software components• Test and validate software components and integration interfaces• Develop multiple program streams on various platforms• Post launch feature upgrade and software maintenance
Automotive Engineering Services	HARMAN helps OEMs and suppliers build systems (end-to-end) such as Infotainment platform, HMI platform, Media subsystem including audio and UI, ADAS systems, Telematics systems and etc.
Connected Car Program Consulting	HARMAN empowers automakers to engage in co-creation and innovation while enhancing and launching their connected car programs. <ul style="list-style-type: none">• Complete formulation of the software strategy, building, maintaining and managing software platforms by implementing solid engineering practices.• Specific expertise with Android Auto, AWS and Azure integration.
Recommendations for Next Generation Hardware and Software	Provide recommendations to enhance customer experience, create new business models, improve product innovation, develop data insights and build a scalable architecture.

Partner with an industry expert

HARMAN (harman.com) designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and services supporting the Internet of Things. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 50 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia. In March 2017, HARMAN became a wholly-owned subsidiary of Samsung Electronics Co., Ltd.

Visit our website at harmanconnected.services/automotive-engineering-services

