



Case Study | Automotive

# PRODUCT LAUNCH – HIGH-VOLUME PASSENGER CAR

THE COMPANY SELECTED TATA TECHNOLOGIES TO BRING ITS UNIQUE BLEND OF PRODUCT DEVELOPMENT AND MANUFACTURING EXPERTISE TO THE PRODUCT LAUNCH ACTIVITY OF THEIR NEW HIGH-VOLUME PASSENGER CAR. THE PROJECT WAS PART OF A PLANT INVESTMENT OF MORE THAN £500 MILLION TO INCREASE PRODUCTION BY A FACTOR OF NEARLY 2.5 TIMES.

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## THE CHALLENGE

- Creating a dedicated team of ten Tata Technologies engineers to work for the 12 months preceding and the 90 days following the start of production.
- Participating in an assimilation activity with the OEM product development team at their engineering headquarters during the first five months.
- Building a common understanding of the development strategy, identifying common terms and definitions, forging common problem solving strategies and developing key relationships.
- Minimizing the disruption and travel required of the product development team during the launch period.

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## THE COMPANY

A major automotive manufacturer based in the United States with more than 180,000 employees and 67 plants worldwide. The company manufactures and distributes its products across six continents.



## THE SOLUTION

### Phase 1 - Role Definition

- Tata Technologies covered a broad range of roles including providing engineering leadership and direction for body in white structures, closures, interior trim, seats and safety systems, and chassis and body exterior systems.

### Phase 2 - Implementation

- In the course of the engagement, Tata Technologies implemented a highly complex, multi-level system.

### Phase 3 - Collaboration

- Tata Technologies' engineers worked in close collaboration with manufacturing engineers, production operators, cost analysts, logistics and relevant suppliers to ensure that the optimum product arrived at the production line at the right time, at the right quality and the right cost.

## THE RESULT

# 100%

On-time product launch at the right quality, cost and desired rate of climb



Managed all cost, weight and timing metrics



Authorized the change control process



Coordinated all test and validation activities

## ABOUT US

Tata Technologies is a global engineering and product development IT services company that is focused on fulfilling its mission of helping the world drive, fly, build and farm by enabling manufacturing companies across the automotive, aerospace and industrial heavy machinery verticals realize better products and drive efficiencies in their businesses. There are two components to our value proposition – managing and delivering outsourced engineering services and products for our manufacturing clients, and helping them identify and deploy technologies that are used to conceptualize, design, validate, build, test, benchmark and realize better products. For more information, visit [www.tatatechnologies.com](http://www.tatatechnologies.com).