


Case Study | Automotive



# GLOBAL ENGINEERING CENTER FOR PRODUCT DESIGN AND DRAFTING SERVICES

THE CUSTOMER WAS LOOKING FOR A PARTNER TO OUTSOURCE DESIGN AND DETAILING ACTIVITIES WHILE TRYING TO REDUCE OPERATING COSTS AND MOVE TOWARDS A SERVICE LEVEL BASED MODEL FOR ENGINEERING SERVICES.

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## THE CHALLENGE

- Rapid business growth resulted in spiking workloads for internal teams and there was an urgent requirement to find a partner to share the workload.
- Skilled resources were spending significant time on non-core activities which left them with minimal time for core product design work.
- Current projects were being delayed due to limited skilled resources within the client's workforce. The customer needed a partner who could ramp up quickly to provide immediate results.
- Support was required for end-customers using several CAD platforms across multiple product lines and based out of different facilities.
- Client had no experience of working with global project models.

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## THE COMPANY

A leading global supplier of automotive systems and components with their headquarters in the United States. The organization employs more than 30,000 people globally and operates in 20 countries around the world.



## THE SOLUTION

- Onsite/offshore model developed with three onsite liaisons and 17 full-time employees offshore providing the ability to scale quickly to respond to spikes in workload.
  - Experienced domain experts replicated the client's environment offshore with quick ramp-up to meet the delivery and quality targets.
  - Started with low complexity projects to enable a large volume of work to be passed on to the global engineering center (GEC) team quickly.
- As the engagement matured over time, higher complexity work was given to the GEC team.
- Developed a nine-blocker maturity model to define the growth plan.
  - Defined and monitored performance metrics for tracking the health of the engagement.
  - Utilized global execution model processes for effective and efficient project management.

## THE RESULT

# 40%

Cost savings due to utilization of onsite/offshore model



Improved delivery timeline with Tata Technologies' global delivery model



Internal resources could dedicate more time to core design work



Successful relationship quickly expanded into other geographies and divisions

## 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).