In today’s high-speed, global automotive marketplace, enterprises that can create the most efficiencies — both internally in processes and operations, and externally in their value chains — will be tomorrow’s success stories. With the increasing demand for build-to-order vehicles and the need to reduce product development cycles, savvy automotive designers are reengineering their product design processes and entering into collaborative relationships with suppliers to accelerate the process of delivering products. To be successful, auto designers need cost-effective, robust IT solutions that support and enhance these efforts.

HP is the only vendor with the proven expertise — hardware, software, and consulting — to bring rapid ROI solutions to reality in the automotive industry. What can we do for you?

**Product Lifecycle Management Solutions**

To keep pace with an evolving design chain that may span the world, automotive designers need a solution that provides everyone involved in product development with quick, reliable, and secure access to current information. HP offers a range of Product Lifecycle Management (PLM) solutions that enable custom product development, collaborative engineering, and project, asset, and quality management among multiple partners. Since enterprises cannot expect all of their global partners to use the same software, open HP collaborative PLM solutions can integrate product development data from virtually any software system.

**mySAP Product Lifecycle Management** — mySAP PLM supports a collaborative environment allowing you to manage, track, and control all product and project information over the complete product and asset lifecycle. It also lets you quickly and easily communicate product and asset information, allowing you to maintain a close link among engineering, production, and maintenance operations.

**EDS PLM Solutions** — Providing end-to-end CAD/CAM/CAE/PDM software and services, EDS’s PLM solution includes a wide range of collaborative engineering tools. Regardless of the complexity of the project, this solution allows your automotive design team to readily convert ideas into reality.

**MatrixOne Collaborative PLM Solutions** — With the MatrixOne PLM solutions, automotive enterprises can dramatically accelerate innovation, time-to-market, and revenue by collaboratively developing, building, and managing products. This solution facilitates the sharing of concepts, content, and context across product lifecycles and throughout value chains of employees, customers, suppliers, and partners.

**PTC Windchill** — Spanning all phases of a product’s lifecycle, PTC Windchill advances product and process lifecycle management through its innovative Web-based approach. This solution tightly integrates suppliers and customers into the development process, increases product innovation, and accelerates the development of complex, customer-driven products.
product lifecycle collaboration solutions — This portfolio of solutions and services enables you to move from enterprise-centric product data management to Internet-based collaboration with your suppliers, contract-engineering partners, and customers.

product design solutions
HP scalable virtual visualization solutions — In today’s volatile automotive marketplace, protecting margins and mitigating risks are key to remaining competitive for Tier 1 suppliers. Focusing on Design Change Management and Quote Management, these solutions empower designers and engineers to collaborate as never before. HP visualization solutions support virtual prototyping/engineering solutions from partners, including PTC’s dvMockup, EDS’s VISMockup, and Opticore’s Visualizer.

value chain solutions
Partnering with SAP, HP offers mySAP Automotive, a solution that allows you to create a streamlined, optimized value chain closely integrated with enterprise resource planning processes. mySAP Automotive delivers a wide range of automotive-specific processes, including build-to-order manufacturing, supplier collaboration, spare parts management, CRM for sales, dealer portals, and service-related functions.

demand chain solutions
Today’s auto designers must interact effectively with customers — reaching out to new ones while building stronger ties with the existing customer base. Offering CRM solutions from vendors such as SAP, Siebel Systems, and Oracle, HP can match the customer-facing needs of any automotive enterprise with solutions that offer the features that your enterprise demands. Running on powerful HP servers and backed by recognized HP expertise, these CRM solutions deliver the methodologies, software, and access capabilities that help manage customer relationships in an organized way. HP offers tailored CRM solutions that run on a broad range of hardware platforms, including mobile devices, and include storage products and implementation and support services.

design chain solutions
A leading provider of CAD solutions, HP has already helped many of the world’s best known automotive enterprises with tailored design chain solutions that incorporate partner offerings in a wide range of areas, including high performance technical computing; computational fluid dynamics; noise, vibration, and harshness; and metal forming. Today, companies are turning to HP to manage the ongoing enhancement, integration, and controlled retirement of homegrown legacy systems.

supporting solutions
Let HP put its 60-plus years of experience as a technology innovator to work for your enterprise through one of our unsurpassed supporting solutions. Through our Managed Services, HP can professionally manage your IT infrastructure — including networks, servers, operating systems, databases, and applications.

If your enterprise is moving into the collaborative arena, HP Collaborative Business Integrator offers a cost-effective, reusable, and secure infrastructure solution that extends and optimizes collaborative business processes. Through our Business Value Assessment program, HP experts can assess your IT environment and develop recommendations for reducing costs, streamlining processes, and increasing productivity.

find out more
For additional information, please contact your local HP sales representative or visit us at www.hp.com/solutions1/extendedmanufacturing.