Technology Landscape – ADAS Validation

Case Study

FutureBridge

Technology Landscape

Client	Provider of safety testing services to OEMs
Industry	Automotive
Products	Testing & quality assurance services

Context

- Client was interested in understand of the landscape of simulations tools for ADAS/AD system validation & testing and assess key features & capabilities that will be required for level 3-5
- Further, the client was interested in technology & industry trends, OEMs strategies, and, key players working on advancements in simulation tool chains

Key Business Questions

- What are different tools and techniques for validation of ADAS/AD features and how do they compare with each other w.r.t. benchmarking KPIs?
- What are the OEMs strategies with regards to ADAS validation tools & techniques used and the current value chains for these activities?

Engagement Scope

1

Solution Landscape & Benchmarking

- Identification of solutions across Tool-Chain used for ADAS/AV validation and testing
  - Description, Advantages & Challenges, USPs
  - Prerequisites and needs
  - Features & Capabilities
  - Industry Inclination – current users in industry & research, partnerships, development projects, etc.
- Comparative assessment of identified solutions based on pre-defined parameters

2

Trends Identification

- Identification and characterization of latest trends in the validation & testing of ADAS/AV–
  - Enablers, Challenges, etc.
  - Recent activity: partnerships, collaborations, use cases, players involved
  - Impact of the trends on existing ADAS/AD validation processes & practices

3

Players Strategies

- Identifying key players (OEMs) and analyzing their strategies with respect to validation and testing
  - Capability & tools/techniques used; investments or plans for new capabilities
  - Partnerships and collaborations for validation & testing of ADAS/AV
  - Best practices

Technology Landscape

Research Methodology

Secondary Research

- Conducted desk research to understand the potential ADAS validation solutions/tool-chains
- Qualitative and quantitative benchmarking of Tool-Chain/Solutions based on predefined KPIs to define the best solutions and top features

Primary Research

- 20+ telephonic interview with providers of ADAS validation, industry experts, etc. focusing on technology trends, upcoming requirements, and new features

Benefits to Client

- Client was provided with a landscape of 100+ ADAS/AV validation tools currently used in the industry for simulation, and key players working on technology advancement
- Detailed analysis on the features of tool chains as well as OEMs strategies in the given domain, gave insights on future requirements w.r.t. higher autonomy virtual testing
- Client was able to align internal efforts towards right capabilities and make strategic decisions for future partnerships and collaborations in the field

Sample Analysis

1 — Solution Landscape & Benchmarking

2 — Trends Identification

3 — Players Strategies
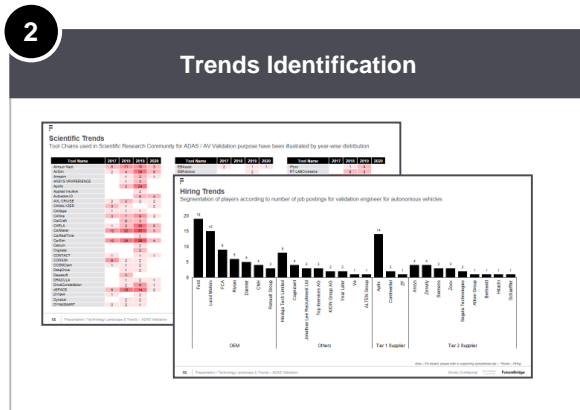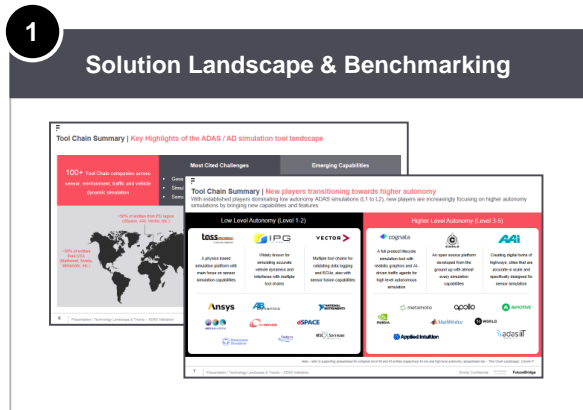
Thank you

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