

Systems Engineering Transformationsprogramme: auch eine Frage der Kultur?



Atef Ghribi - Solution Engineer &
Technical Consultant at Intland Software



2 | Systems Engineering Transformationsprogramme

Agenda

- 1** **Motivation for the Transformation**
Why the change is necessary
- 2** **Systems Engineering as a holistic solution**
Rethink the Product Development
- 3** **Enable the transformation**
Successful Transition



3 | Your hosts



Atef Ghribi

Solution Engineer & Technical Consultant at
Intland Software

- Experience in (Model-Based) Systems Engineering Consulting
- Graduated in Information Systems
- Certified:
 - Systems Engineer (GfSE)
 - Requirements Engineer (IREB)
 - ASPICE Assessor (VDA)
- Industry Knowledge:
 - Automotive
 - MedTech & PharmaTech
 - IT Services



Antonio Jesus De Loureiro

Senior Managing Consultant - Competence Unit
Manager at NTT Data Germany

- PLM, ALM & Systems Engineering Expert
- Dipl. Ing. in Computer Science
- Experienced in large-scale Engineering Transformation Programs
- Systems Engineering Evangelist at NTT Data
- Certified:
 - Project Management
- Industry Knowledge:
 - Automotive
 - IT Services

4 | Inland Software & NTT DATA

INTLAND
SOFTWARE

NTT DATA
Trusted Global Innovator

INTLAND SOFTWARE

Inland Software offers industry-leading **software tools** to simplify **complex product and software engineering** at scale. Our enterprise-grade platforms help accelerate the development of **technology products** and **simplify regulatory compliance**.

Inland's solutions are used by leading companies including top automotive, medical, pharma, and life sciences developers worldwide to manage their **innovative, compliant** product engineering processes.

NTT DATA

Trusted Global Innovator

NTT DATA is a top 10 global **IT services provider** with 139,000+ employees in more than 50 countries.

NTT DATA offers an advanced portfolio of **consulting, application, business process, cloud, and infrastructure services** to businesses and governments worldwide. The company has extensive experience in the field of **Systems Engineering and MBSE** (Model-Based Systems Engineering).

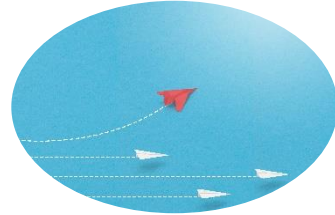
1. Why

Product, Processes, Methods, Tools, Culture Change, Organization

6 | Motivation for the (Cultural) Transformation



Challenging customer
needs and
expectations



Evolving markets



Merging industries



Intensifying
regulation



Disruptive
technologies



Rising Product
Complexity



Outdated & rigid
Development
approaches

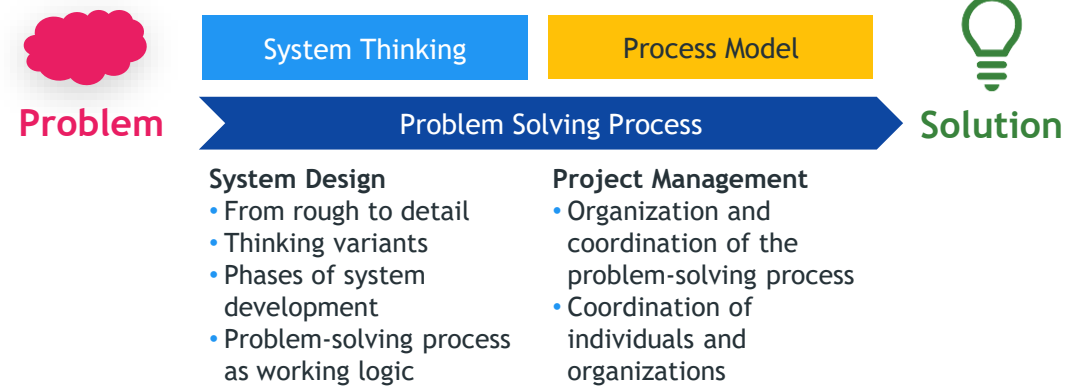
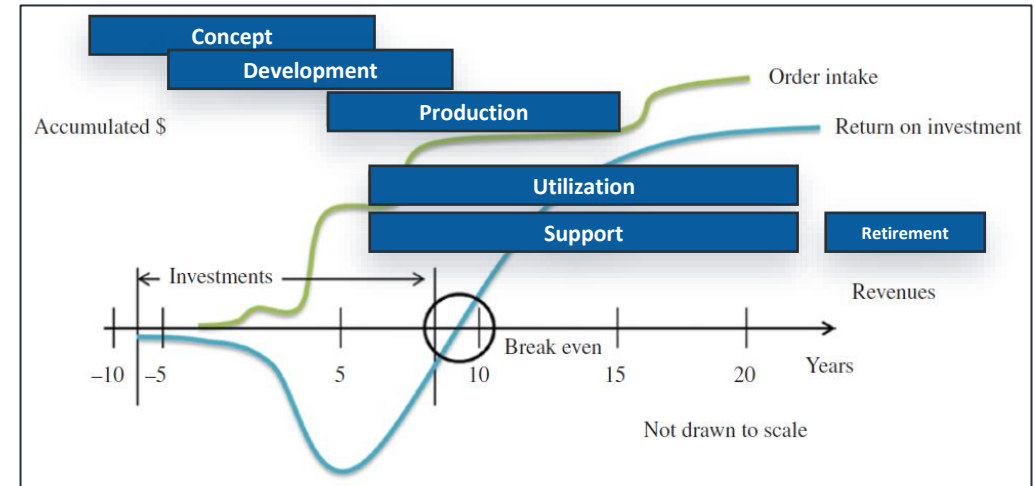
7 | Systems Engineering as a Solution

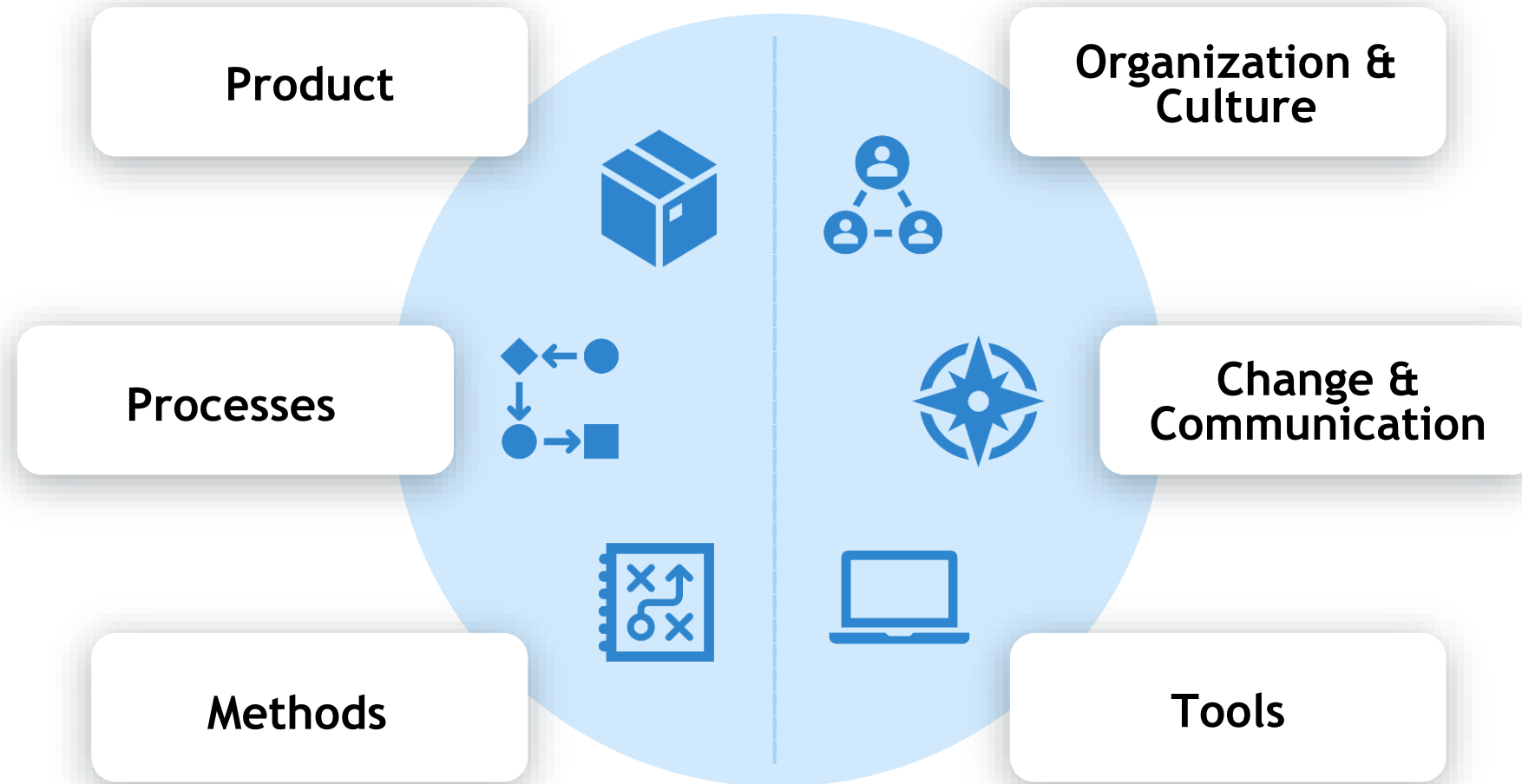
Consider the whole lifecycle and the different stakeholders from the beginning

Systems Engineering is not only about product development

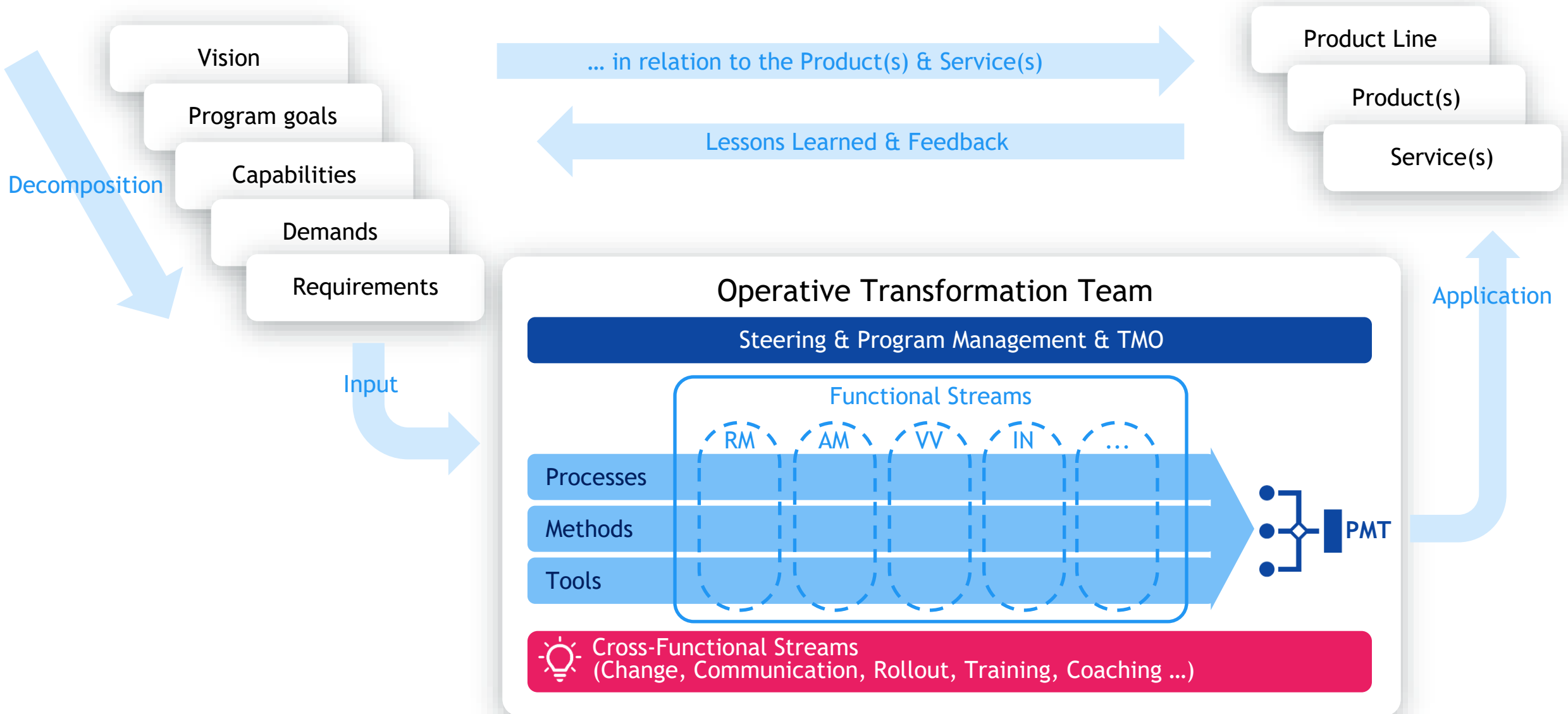
Implementing SE is a **multidimensional & multidisciplinary transformation**

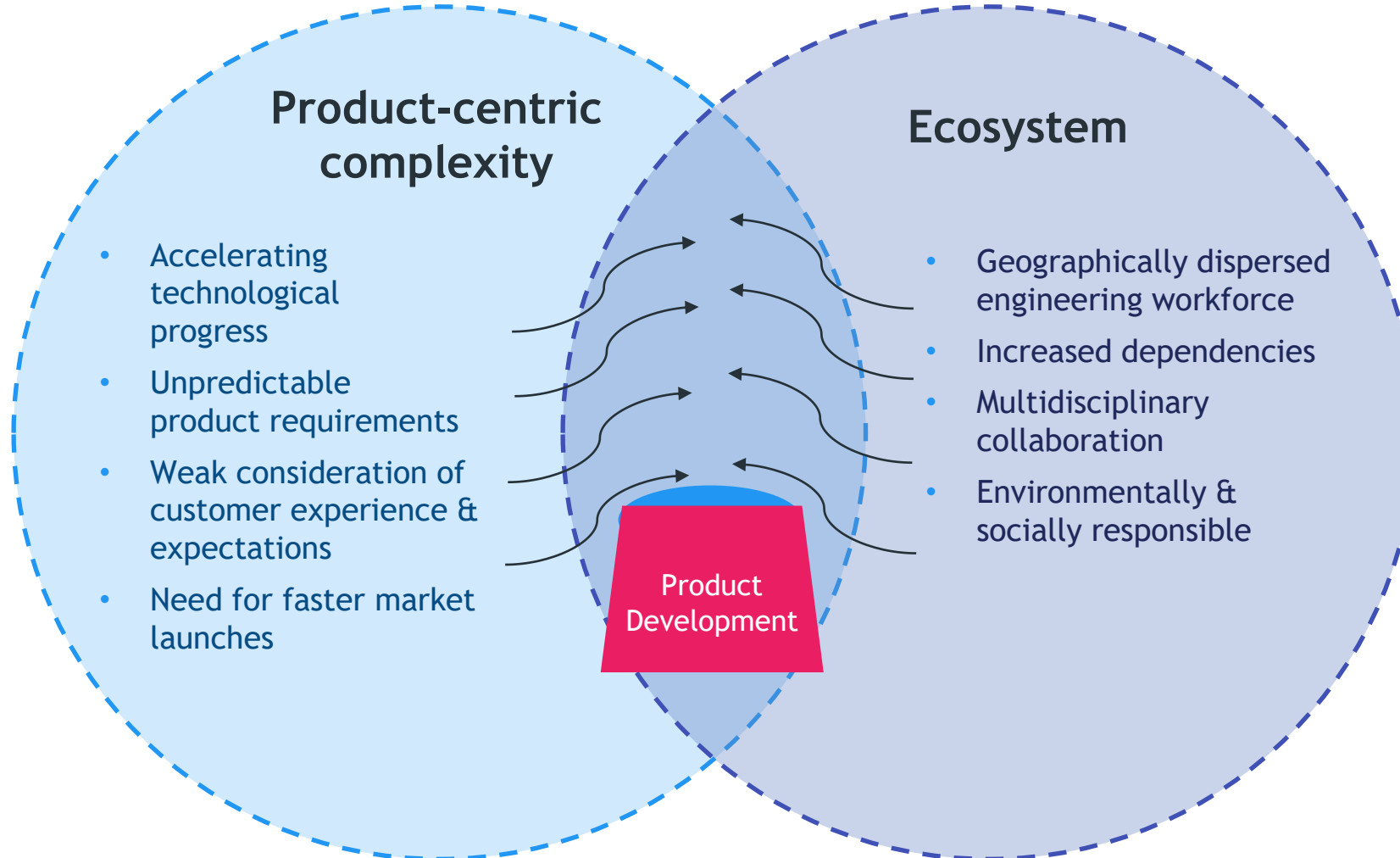
A **holistic** approach is the key to success





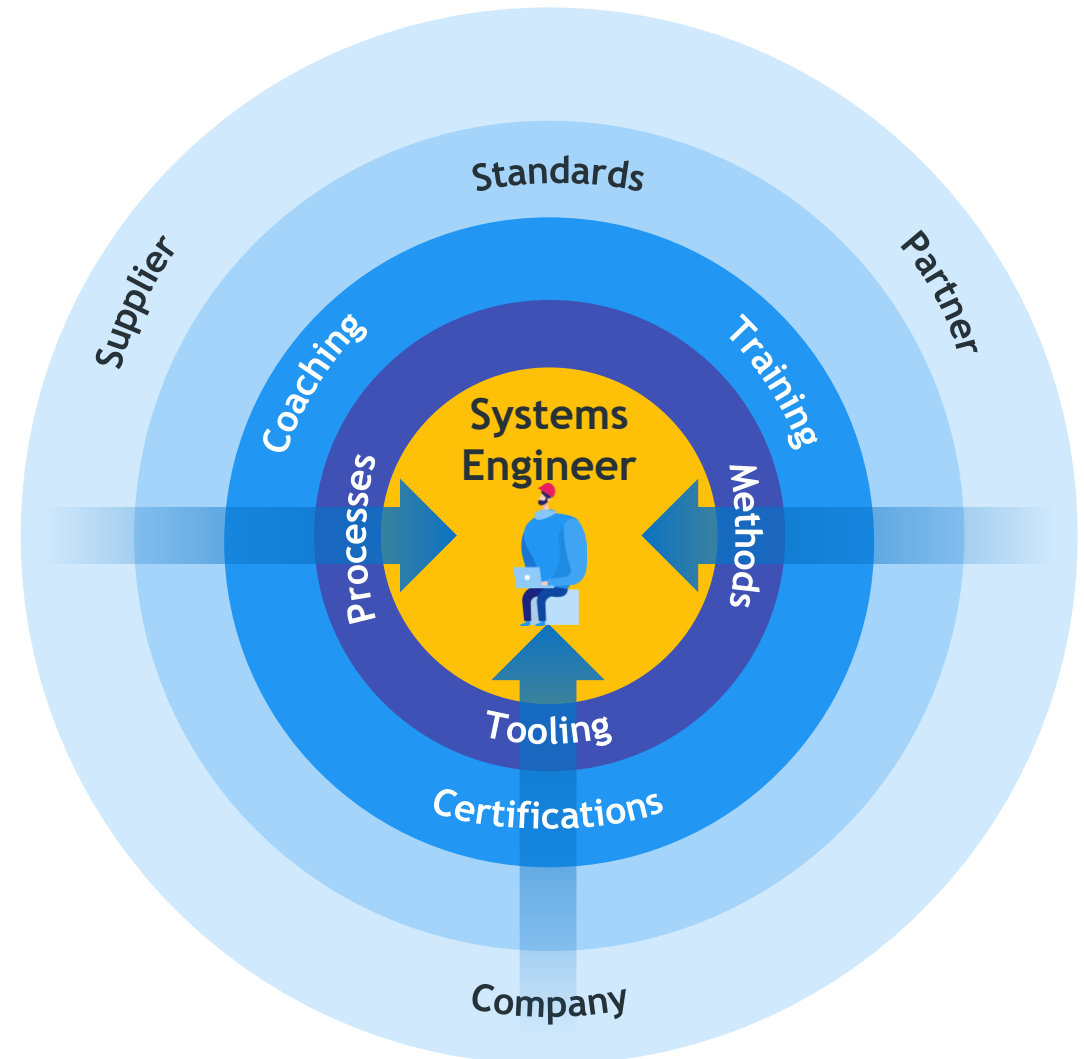
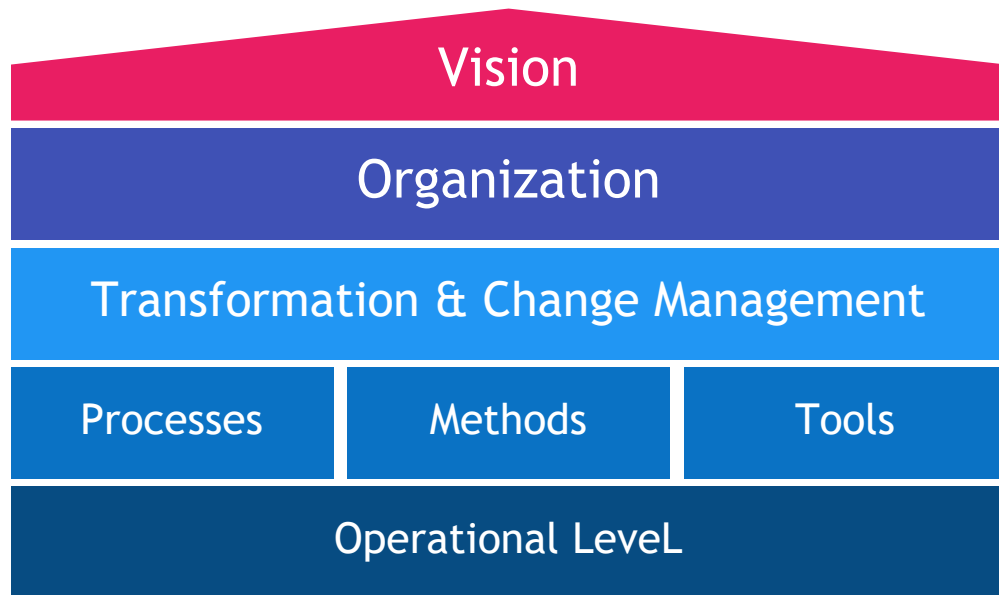
9 | Enable and embed the Transformation



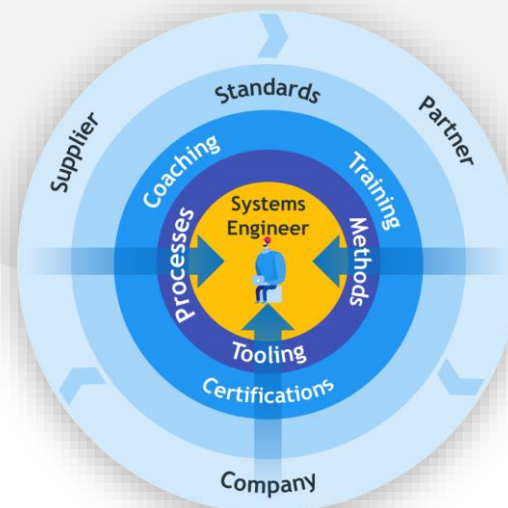
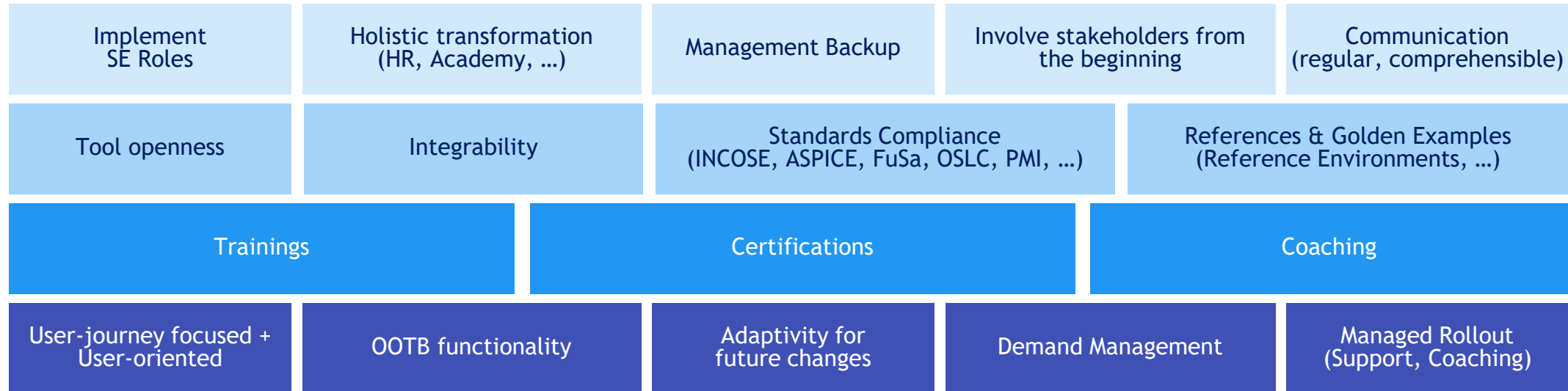


Building Blocks for success

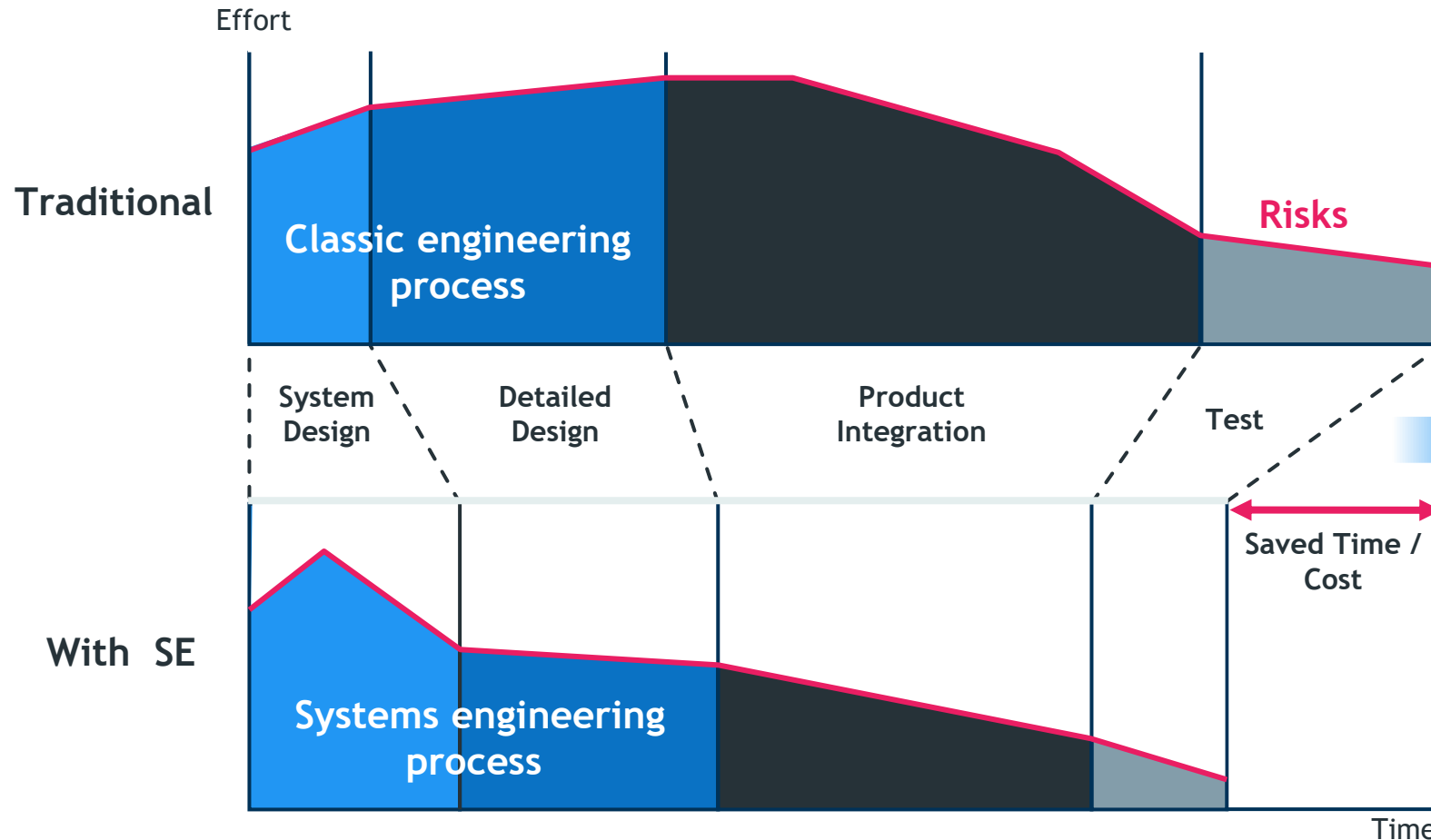
Consistent support & focus on enabling the teams



Best Practices to manage (Cultural) Transformation & Change



13 | Be ready for Front-Loading

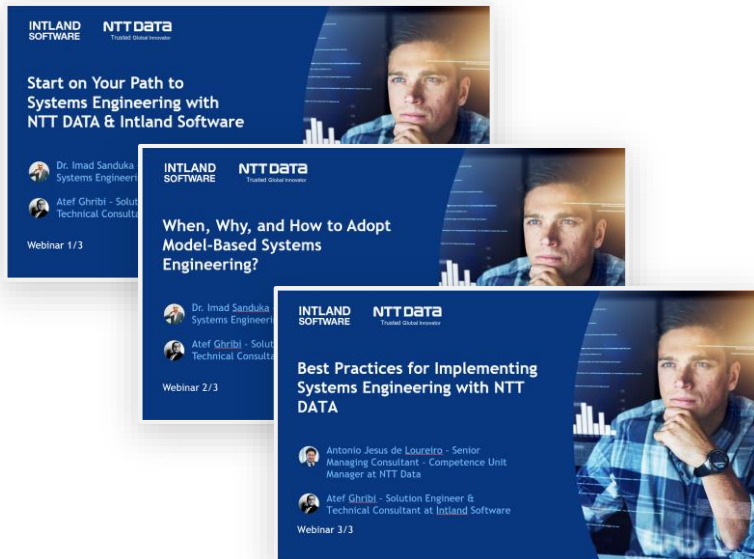


Source: Brian Mar / Eric Honour, 2002

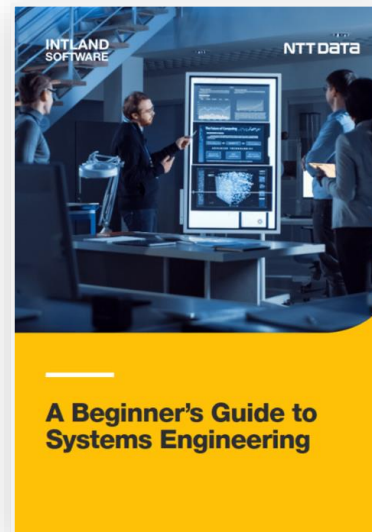
Front-loading

- Focus on system design
 - Early virtual validation of the product with environment models
- Product Architecture Management**
- Solution-independent models
 - Model-based inheritance of requirements from the platform to the vehicle
- Service and product integration**
- Model extension for the definition of services
 - System design with consideration of future business models

Systems Engineering Webinar Series in cooperation with NTT Data



3 Webinars



1 White Paper



intland.com/se-intro



Atef Ghribi

Thank you for your attention!
Any questions?

**INTLAND
SOFTWARE**

NTT DATA
Trusted Global Innovator

**INTLAND
SOFTWARE**

Backup