

# Masterarbeit

## THEMA

## IMPACT OF EMERGING OEM BUSINESS MODELS ON AUTOMOTIVE INDUSTRY PROCESSES

## INHALTE

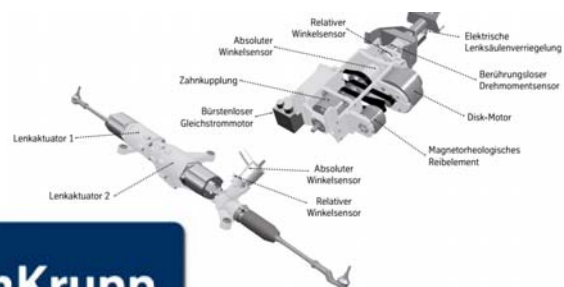
Emerging OEMs set new challenges on traditional automotive industry processes. One of the reasons behind is that these OEMs have highly innovative business models and dramatically shorter product development times compared to traditionally OEMs. In course of this work the impacts of new OEMs on the current processes of ThyssenKrupp Steering TKS should be highlighted during selected use cases.

The development processes of several emerging OEMs should be used to display the links and impacts on the current process of TKS. To compare these influences to traditional processes, an existing OEM will be analyzed in the same manner.

To specify the individual changes, a selected innovative product passes through the emerging OEM process and the existing PrestaWorld Process simultaneously. Along these procedure selected tasks will be closer investigated and recommendations are given.

## AUFGABEN

- Analyze OEMs Business Processes and Requirements
- Evolution of mechatronic systems in the automotive industry
- Impacts of new Procedures and Products on the TKS Process
- Recommendation for future operation procedures



## PARTNER



## BETREUUNG

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