

CONTROLTEC

UNLOCKING THE POWER OF DATA

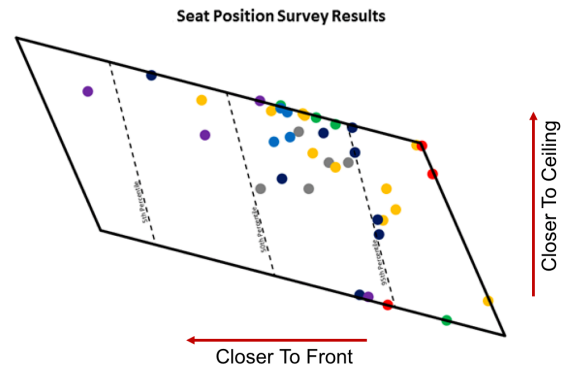
IMPROVING HUMAN CENTERED DESIGN

As the premiere vehicle data and telematics solutions provider, Control-Tec® has built a best-in-class reputation for solving vehicle development issues as they happen and using root cause analysis to expedite product validation. Control-Tec can also provide real-world driver analysis in order to provide OEMs with the insights they need to improve the customer vehicle experience.

Here is a real-world use case of how Control-Tec is changing the way OEMs leverage customer data in the product development process.

DISCOVERY

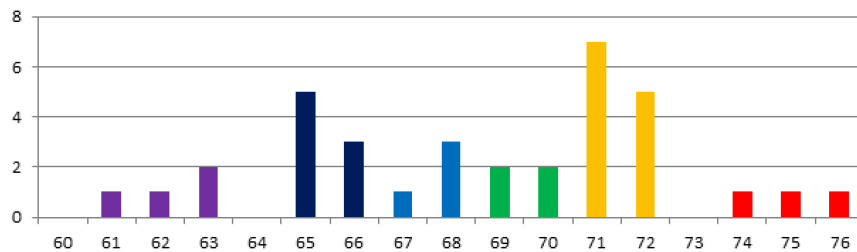
A major OEM was in the process of validating a new seat travel restriction for a light duty vehicle to comply with new governmental regulations. The OEM not only wanted to use this opportunity to make their product safer for their customer but to also gain better insight as to how their customers go about using their vehicles throughout the product life cycle.



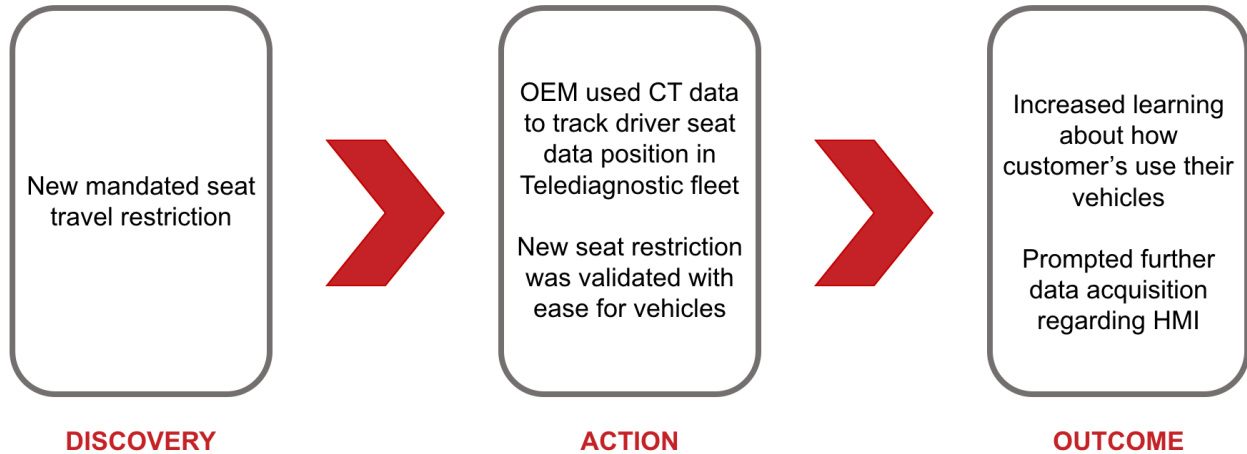
ACTION

Control-Tec was able to acquire real-world customer data on driver seat position preferences from the vehicle fleet. Through the use of data processing and analytics, the OEM was able to easily validate the restriction and learn more in depth about how their customers use their products during real-world driving conditions, rather than through anecdotal feedback and surveys.

Count of Heights

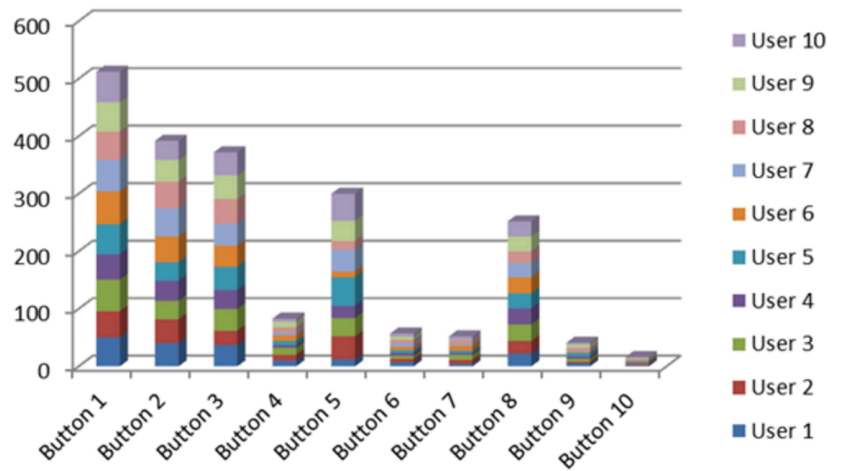


CASE STUDY | LIGHT DUTY OEM



OUTCOME

Not only was the OEM able to validate the new restriction with greater speed, they were so pleased with the success of this study and the information gained about customer usage that they wanted to apply similar methodologies to other aspects of vehicle design. In particular, the design team wanted real-world data on the center console and the human machine interface surrounding it. A current study is underway documenting the frequency of button presses as the OEM is evolving the center console with



the growing trend of larger touch screens within the vehicle. With results of this study, the OEM will be able to improve future designs through an enriched understanding of customer preferences and how they actually utilize their products during real-world driving conditions.

ABOUT CONTROL-TEC

Established in 2009, **CONTROLTEC**[®], is a worldwide provider of telematics and analytics solutions currently serving the transportation industries in the light duty, heavy duty, agriculture, locomotive, and industrial sectors. CT[®] combines affordable information technology with comprehensive data acquisition to provide an enterprise solution for fleet management, product development and quality. More than 80% of US automotive OEMs have utilized our tools to deliver the speed, flexibility, reliability, cost savings and collaboration needed in today's environment.