



Value Analysis helps the client with design optimization and significant cost reduction

Client is a leading Tier1 OEM for automotive components in North America

A global automotive client had a challenge of reducing manufacturing cost while still complying with FMVSS & ECE compliance. Partnering with ITC infotech's Automotive team helped them achieve both.

40%
Cost saving

15%
Weight reduction

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and deep domain expertise. The company provides technology solutions and services to enterprises across industries through a combination of traditional and newer business models, as a long-term sustainable partner.



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CHALLENGE

- High manufacturing cost associated with lower volume of manufacturing
- High cost associated with handling non standards materials
- Risk of not meeting FMVSS & ECE standards if changed to lower yield materials
- Higher tooling cost

SOLUTION

- Systematic review of the production, purchasing and product design processes
- Strategically changed the interior skeleton to reuse tooling from a different product without affecting the structural integrity
- Migrated to standard and easily sourceable materials to reduce cost
- Extensively applied lean and DfX methods during the design cycle
- Reduced multiple physical testing using Simulations and digital mockup
- Validated as per FMVSS & ECE safety regulation

RESULTS

- **15%** weight reduction through seat structure weight optimization for 2 leading automotive OEMs in North America
- Up to **40%** cost savings through design optimization and weight reduction