



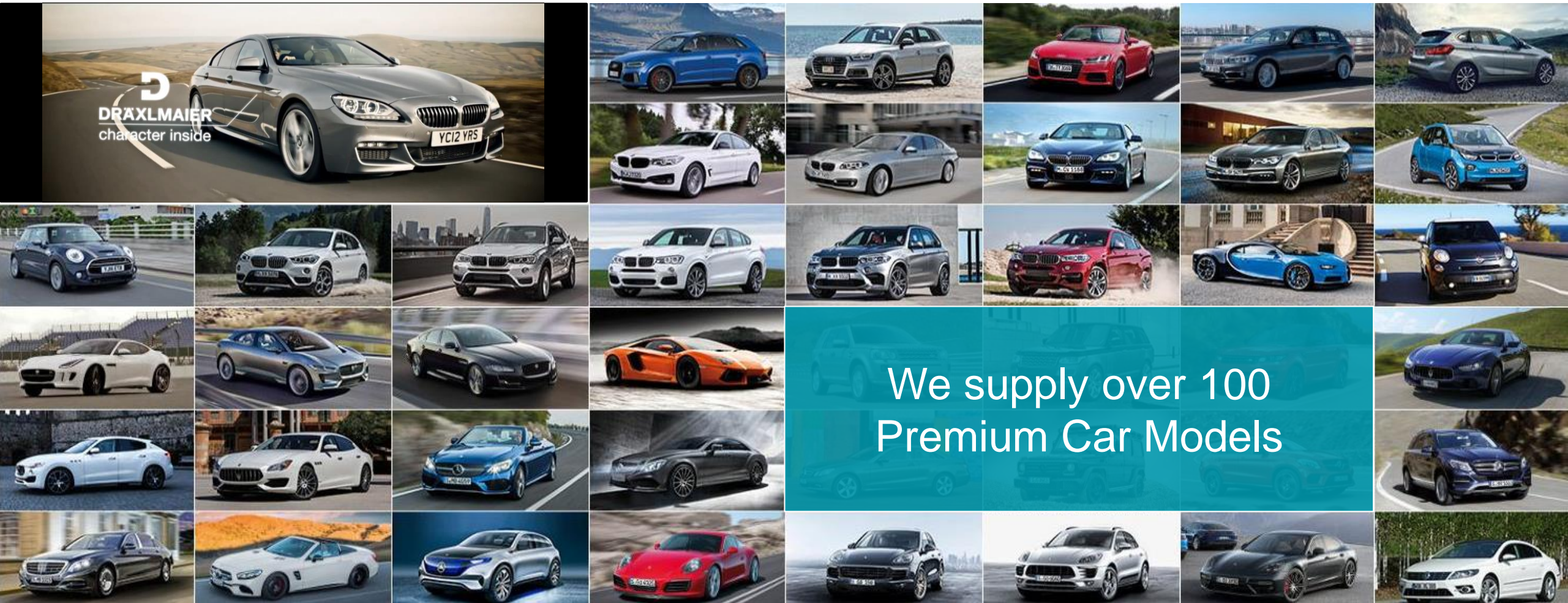
DRÄXLMAIER Digital Transformation

Shaping our Digital Future

Automotive Software Factory @ HPI

From Silos to Complex Systems - a Transformation Journey for an automotive Tier 1 Supplier

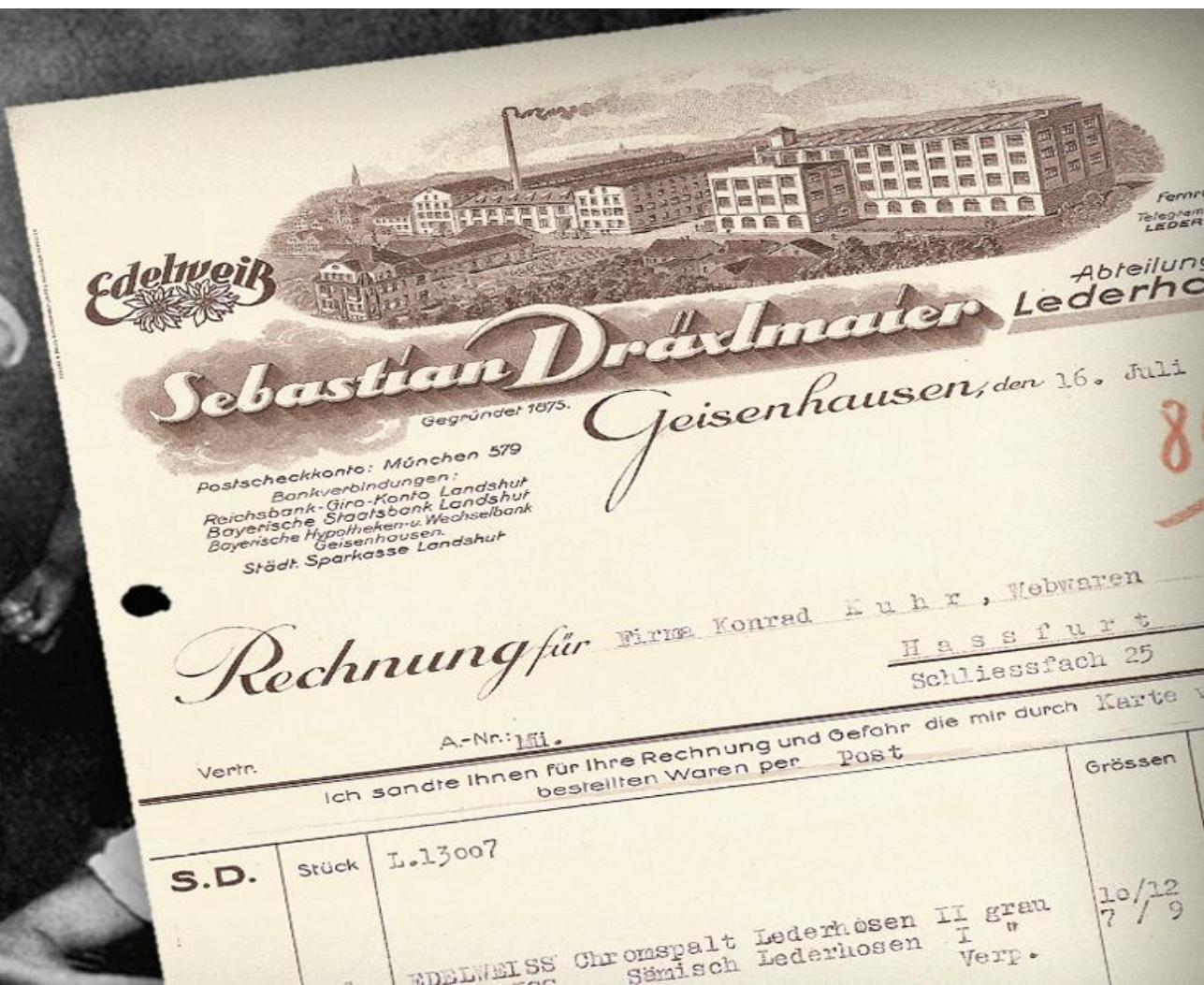
DRÄXLMAIER Inside



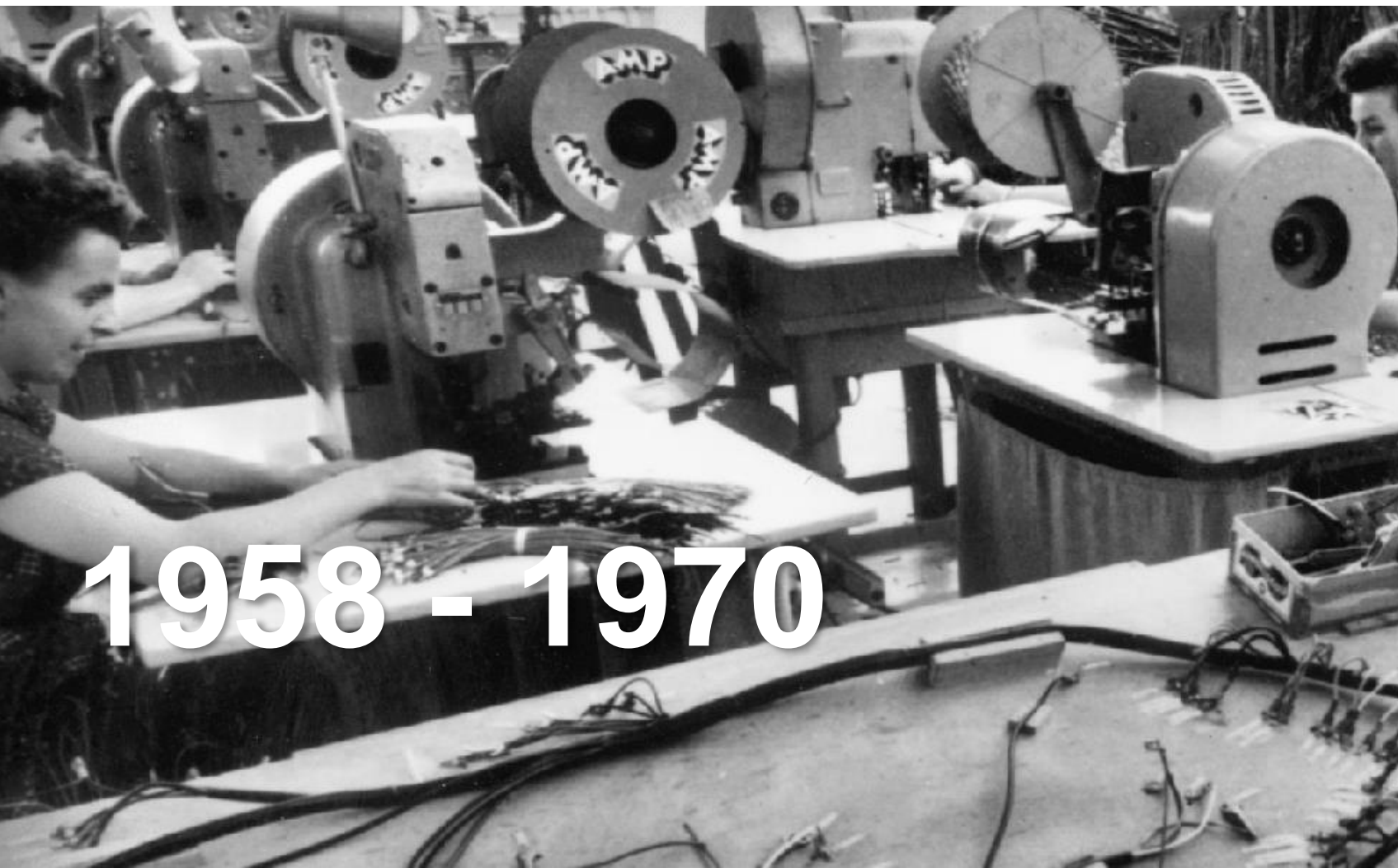
Where we started



1875



How we came to automotive



1958 - 1970



Where we are today

Interior Systems



Component Systems



Electrical Systems



Battery Systems



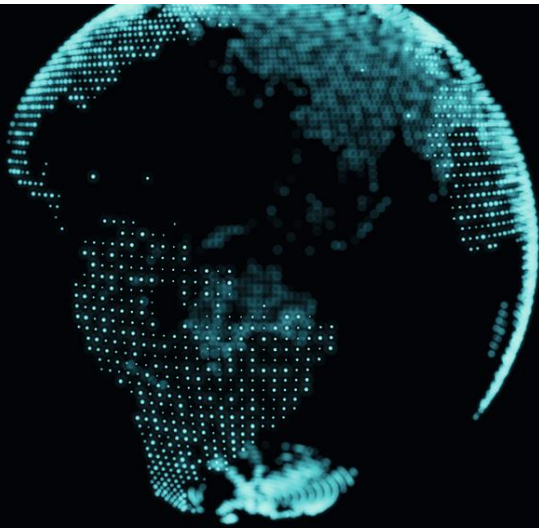
2022

DRÄXLMAIER at a glance

1958

Family owned

- Business in 3rd generation
- Automotive supplier for 63 years



Global Footprint

~ 65 sites worldwide in over 20 countries



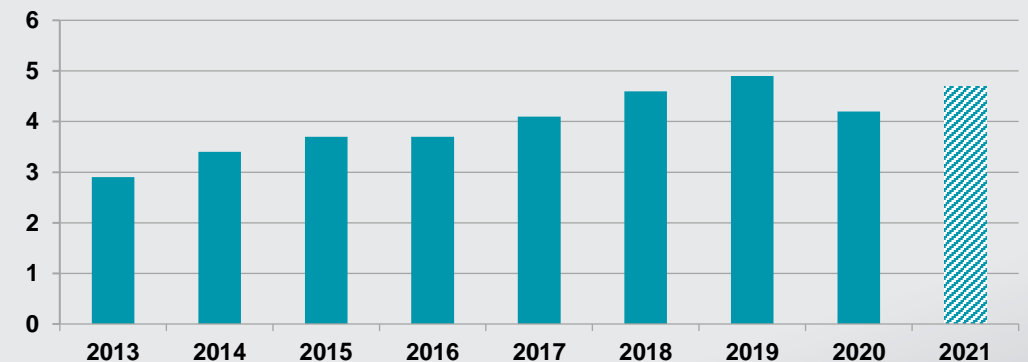
Employees

~ 72,000
employees
worldwide

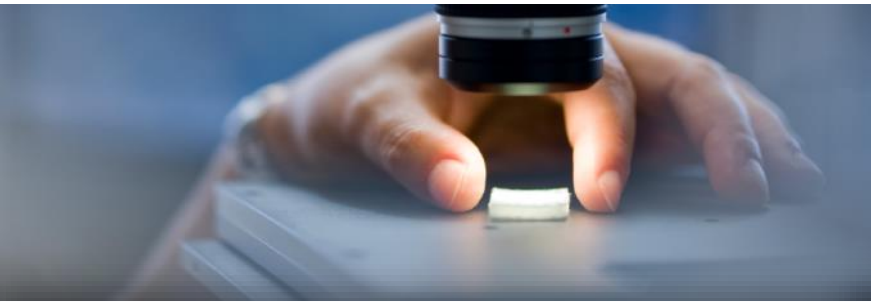
Market and Customers

- References: premium car manufacturers
- Business systems:
**Electrics | Electrical / Electronic Components |
Battery systems | Interior**
- 8 million automobiles per year include 1 or more major DRÄXLMAIER products

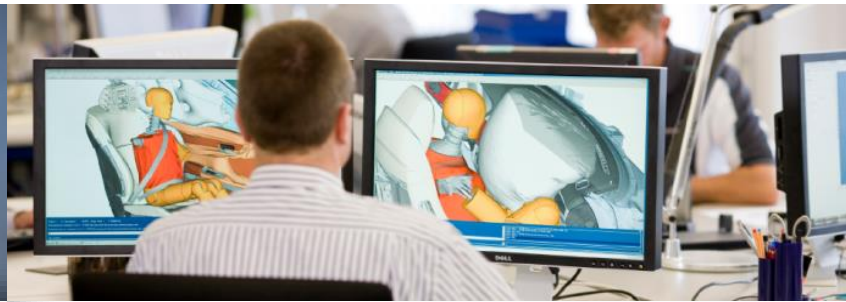
Sales
in billion
€



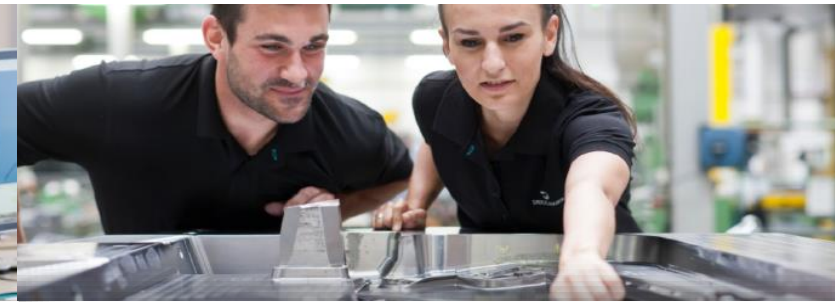
Our philosophy: From cradle to grave



Research



Development



Operations

Concept Development

- Trend Scouting
- Innovation Management
- Market Research

Series Development

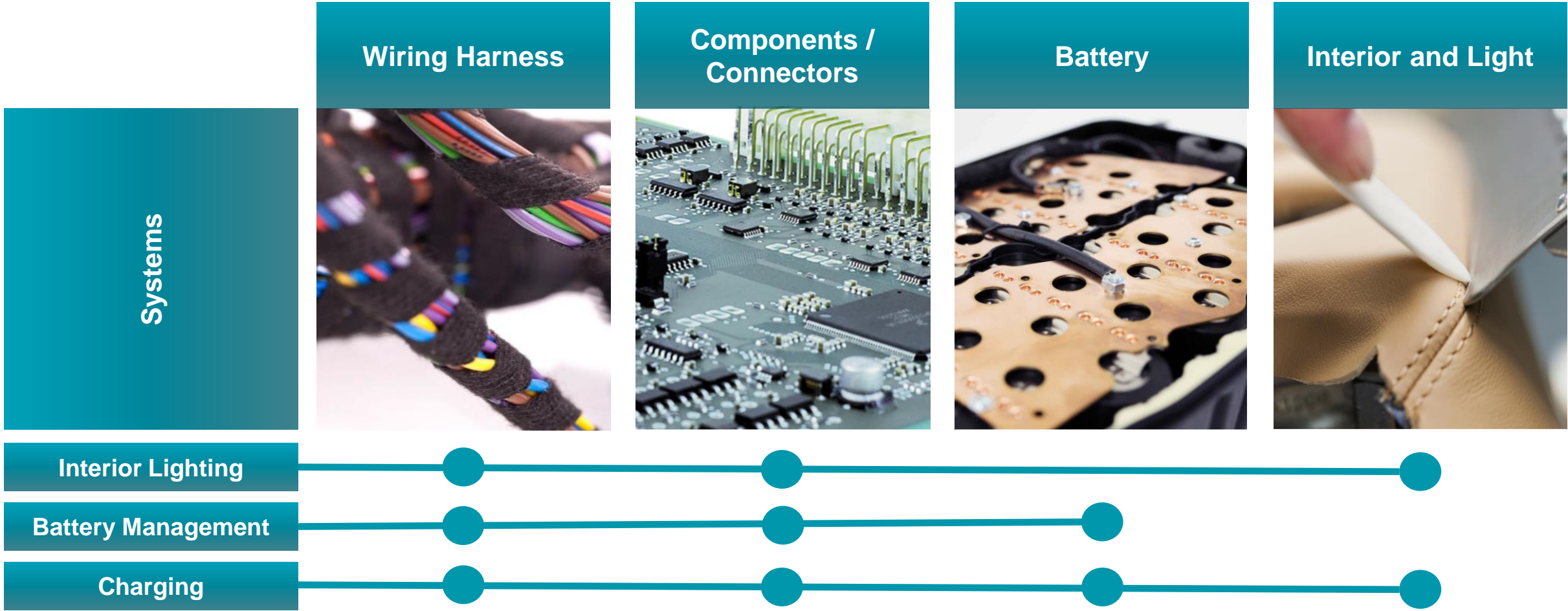
- Patents
- Prototype Building
- Test Equipment
- Series Development
- Test & Validation
- Tools Building

Industrialization

- System Assembly
- Supply Chain Management
- Manufacturing
- Test Equipment
- Test & Validation
- Tools Building

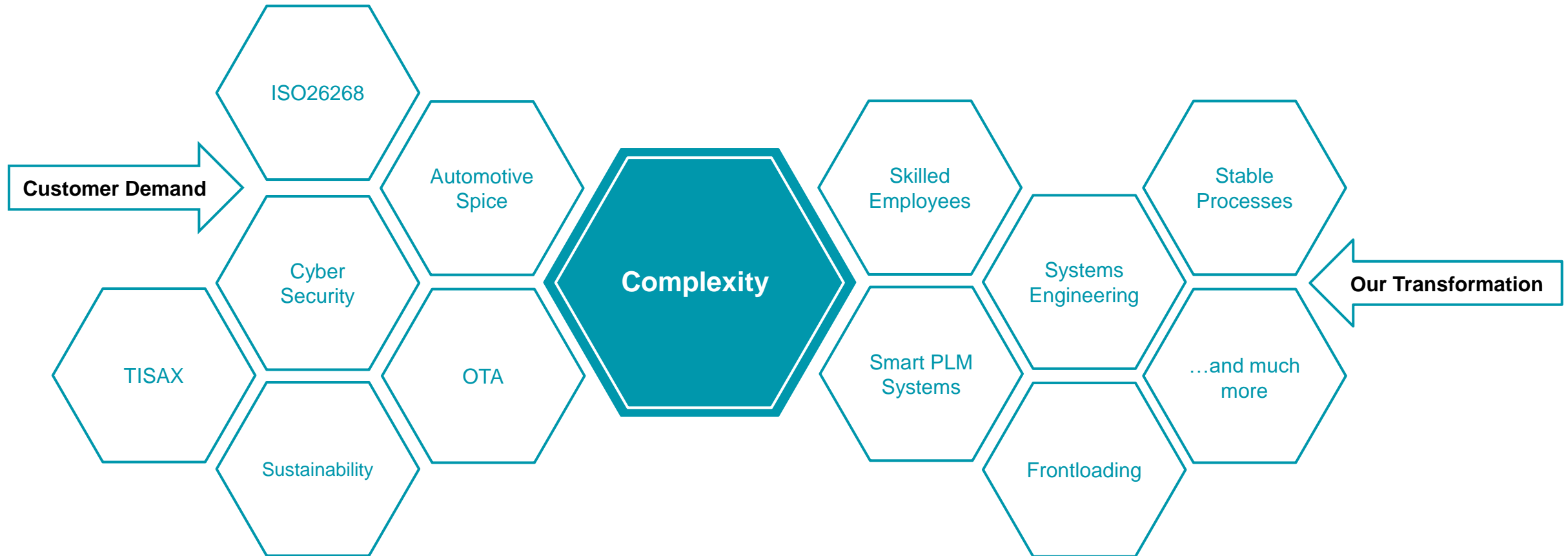
The global production competence JIT (Just-in-Time) and the JIS (Just-in-Sequence) Logistic and the ability to deliver is one of the main assets of the DRÄXLMAIER Group.

Our Verticals // Our Horizontals



 **Nearly all of our Systems require Electronics – this means Software!**

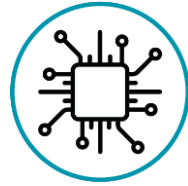
Increased complexity requires transformation



How do we face that in software engineering – 6 Pillars



Development Hubs



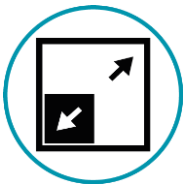
Sexy Tools



Automation in Process



Innovation



Scalable Platforms

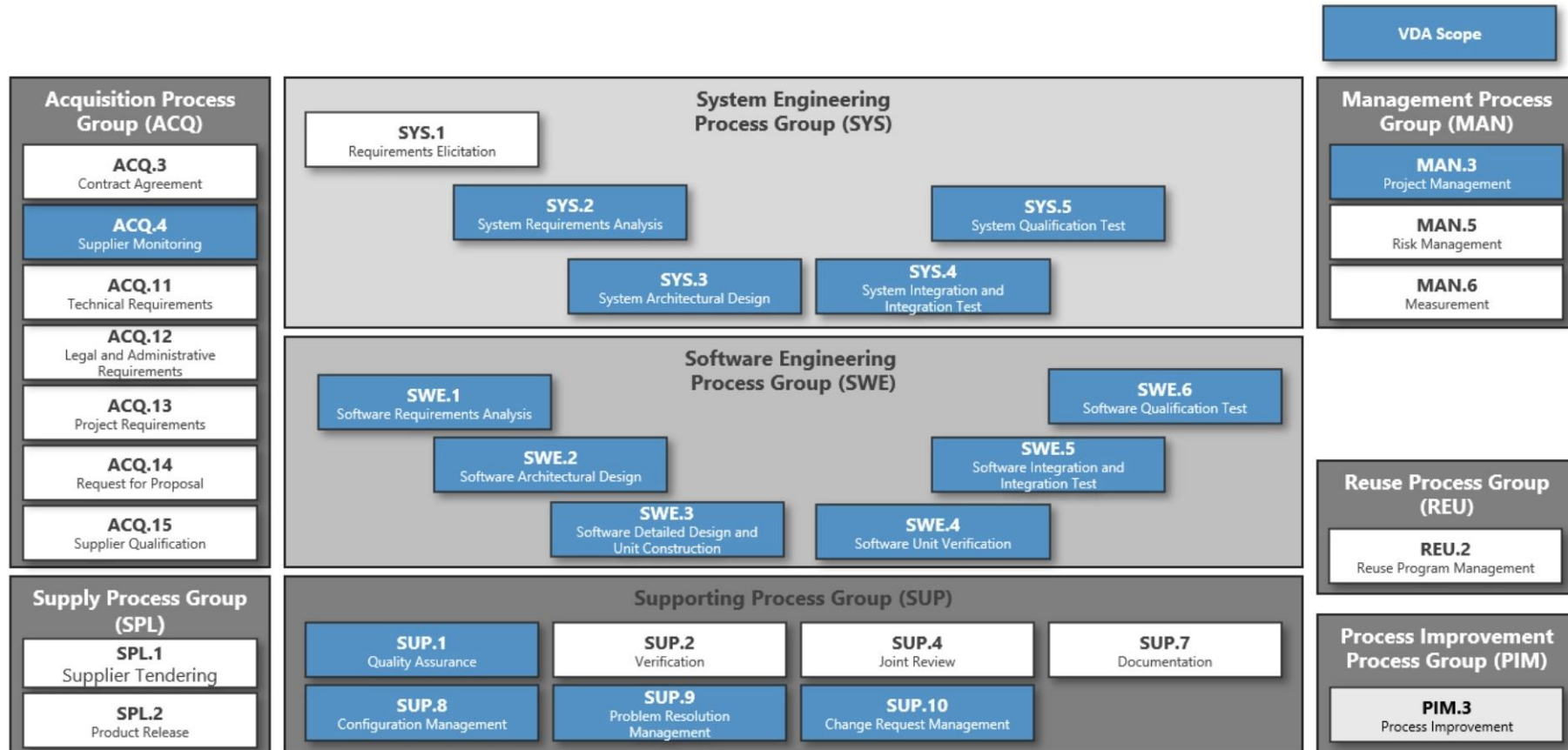
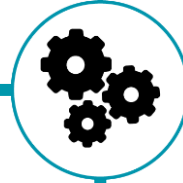


Recruiting and Education

Development Hubs



Automation in Process

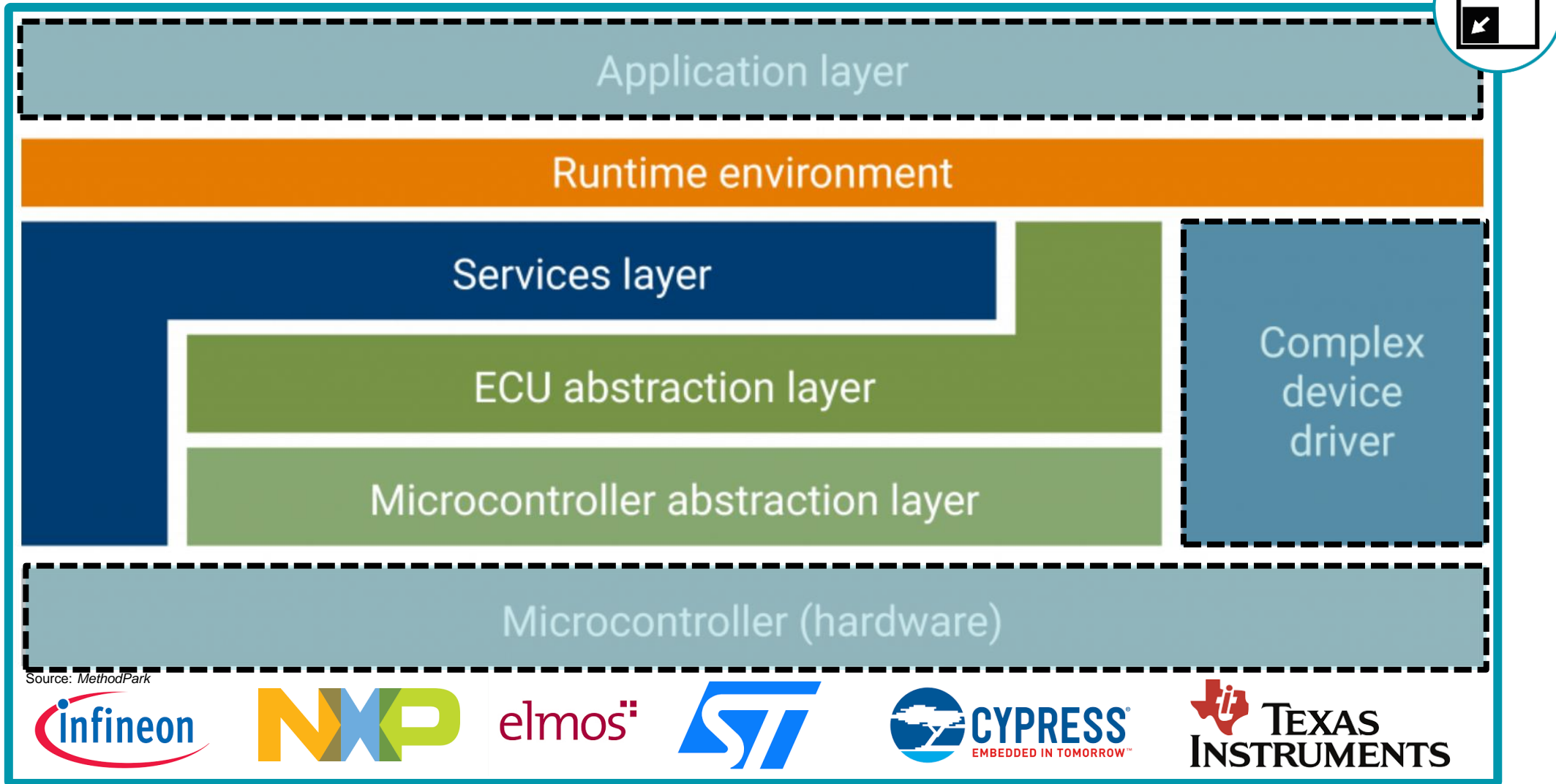


Jenkins

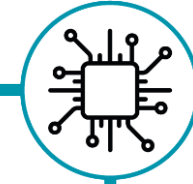


Azure DevOps

Scalable Platforms



Sexy Tools



Jenkins



Confluence

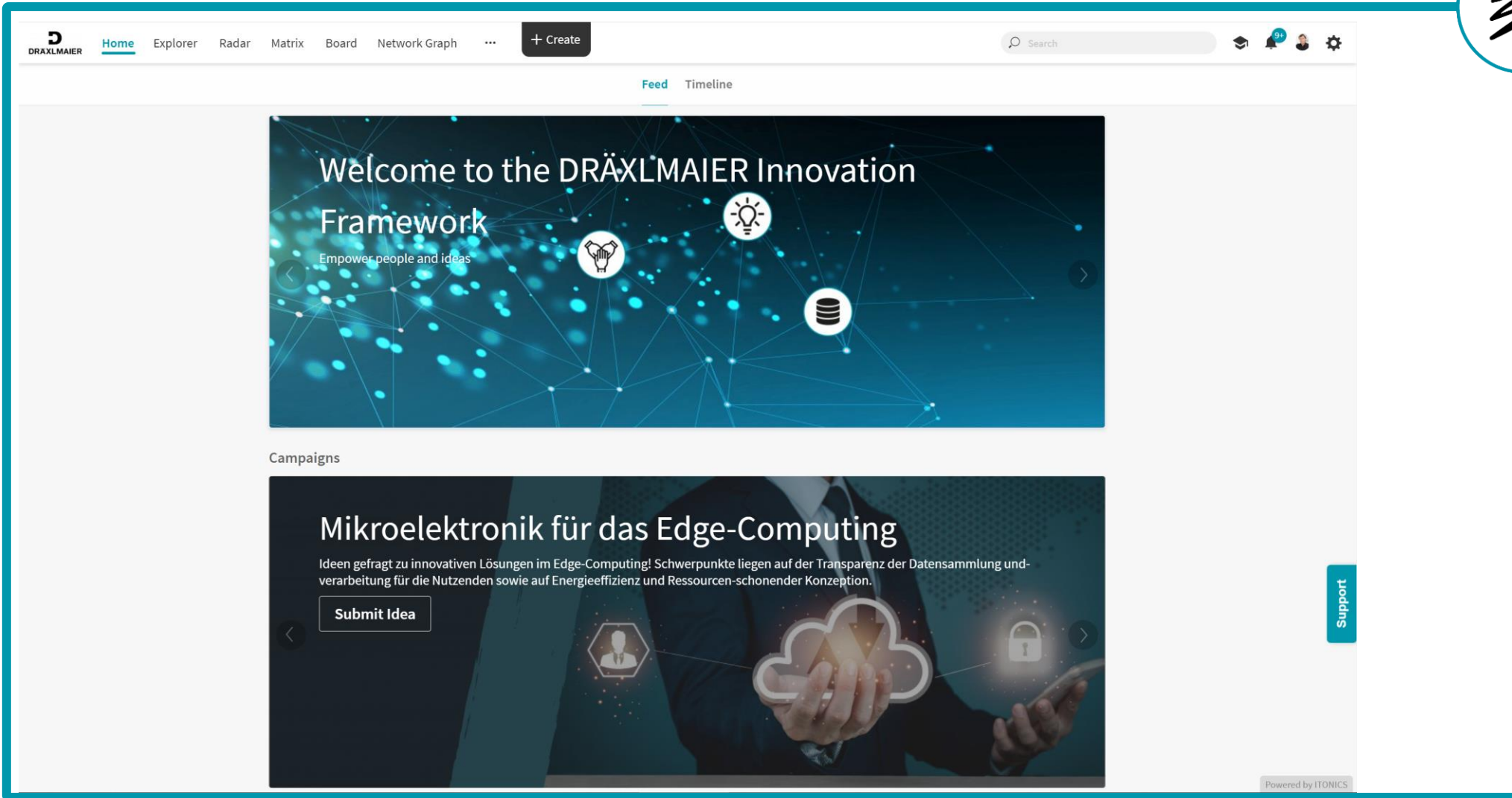
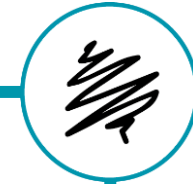


ALTIUM
DESIGNER20



git





The screenshot displays the DRÄXLMAIER Innovation Framework web application. The top navigation bar includes the DRÄXLMAIER logo, a 'Home' link, and menu items for 'Explorer', 'Radar', 'Matrix', 'Board', and 'Network Graph'. A '+ Create' button is located on the right side of the navigation bar. A search bar and user profile icons are also present. The main content area features a large banner titled 'Welcome to the DRÄXLMAIER Innovation Framework' with the subtitle 'Empower people and ideas'. The banner includes three circular icons: a lightbulb, a database, and a person. Below the banner, there is a section titled 'Campaigns' with a card for 'Mikroelektronik für das Edge-Computing'. This card contains the text: 'Ideen gefragt zu innovativen Lösungen im Edge-Computing! Schwerpunkte liegen auf der Transparenz der Datensammlung und -verarbeitung für die Nutzenden sowie auf Energieeffizienz und Ressourcen-schonender Konzeption.' and a 'Submit Idea' button. A 'Support' button is visible on the right side of the interface. The footer of the application states 'Powered by ITONICS'.

Recruiting and Education



Conclusio

- ➔ OEMs shift complexity to Tier1 suppliers
- ➔ Tier1s have to transform themselves to develop and produce complex systems
- ➔ Verticals have to pay into systems
- ➔ For developing systems an expertise in electronics is mandatory
- ➔ To be capable to develop electronic systems a stable Software Factory is the Key

Ralf Schmidt

Dipl.-Ing.

Vice President

Head of Electronic Engineering

+49 89 55 87 18-140

+49 172 5710946

ralf.schmidt@draexlmaier.com

www.draexlmaier.com



DRÄXLMAIER Group
DST

Landshuter Straße 100
D-84137 Vilsbiburg

Ralf Schmidt, DRÄXLMAIER Group

Head of Electronic Engineering



- 2001** Dipl.-Ing. Electronic Engineering, Computer Science
- 2001** **BMW Group**, Development Engineer Electronics Driving Dynamics
- 2006** **BMW Group**, Motorrad, Team Lead Electronics Motorsport
- 2011** **BMW Group**, Motorrad, Project Manager Electrification
- 2013** **BMW Group**, Motorrad, Senior Project Manager Connectivity
- 2014** **BMW Group**, Motorrad, Group Lead, Connectivity, Audio, Safety
- 2016** **DRÄXLMAIER Group**, Director, Head of Advanced Engineering Components and Battery Systems
- 2019** **DRÄXLMAIER Group**, Vice President, Head of global Advanced Engineering
- 2022** **DRÄXLMAIER Group**, Vice President, Head of Electronic Engineering

