

Press release

ASAP Group at the International Automotive Electronics Congress in Ludwigsburg

ASAP presented pioneering approaches in the field of virtual validation and end-to-end services relating to the ALM tool Codebeamer

Ingolstadt, 20.06.2024. The ASAP Group, top engineering partner to the automotive industry, provided insights into the extensive service portfolio of its divisions Electrics/Electronics, Software and Consulting & Service at the renowned International Automotive Electronics Congress in Ludwigsburg from June 18 to 19, 2024.

At the Forum am Schlosspark in Ludwigsburg, ASAP experts explained pioneering approaches in the field of virtual validation. ASAP uses a modular test framework for test benches in the areas of model-in-the-loop (MiL), software-in-the-loop (SiL), hardware-in-the-loop (HiL) and vehicle testing. ASAP implements virtual integration platforms for the validation of ECU functions and optimizes the process by incorporating a uniform and test system-independent keyword-driven testing framework. This enables ASAP's partners to bring safe and innovative technologies to the road faster.

ASAP's presence at the trade fair also focused on the automation solution PAK (Process Automation Kit) developed by ASAP, which ASAP uses to optimize processes in Codebeamer projects and to ensure a high degree of flexibility. PAK enables rapid workflow definition and supports the rapid prototyping approach, which in turn helps to achieve development goals quickly.

Great interest in ASAP's service portfolio

"The International Automotive Electronics Congress once again demonstrated that there is strong demand for both our PAK automation solution and our comprehensive service portfolio. ASAP experts with different automotive engineering focuses work closely together – always with the aim of offering the best solution for customers and partners," summarizes Marcus Hiller, COO of the ASAP Group and responsible for the Group's software development.

Martin Ott, COO at the ASAP Group and responsible for the Group's E/E development, adds: "The ever-increasing demands on electrics/electronics against the backdrop of software-defined vehicles and the connectivity of an automobile are also changing the validation and approval processes. This is precisely where

we at ASAP are working with our customers on processes and methods to enable the rapid development and release of software functions. There was great interest in our individual and globally scalable approaches. Of course, HCLTech's international presence supports us enormously here."

About the International Automotive Electronics Congress in Ludwigsburg

The International Automotive Electronics Congress is a "classic" event that brings together industry experts, researchers and innovators. This year's main topics discussed at the Forum am Schlosspark in Ludwigsburg included trends in software-defined vehicles, the integration of hardware and software and the integration of artificial intelligence.

Image material:



Caption: ASAP experts provided insights into the service portfolio at the Automotive Electronics Congress.

Your contact person:

ASAP Holding GmbH, Kerstin Hebeler, Tel: +49 (0) 152 0181 0446, E-Mail: kerstin.hebeler@asap.de

The ASAP Group

The ASAP Group was founded on January 1, 2010 with a clear focus on future automotive technologies. Today, the development partner to the automotive industry can look back on almost unparalleled growth in automotive engineering: as of January 2024, the Group employed 1,700 people at nine locations. The ASAP Group, a subsidiary of HCLTech, offers comprehensive development services with a focus on megatrends such as e-mobility, autonomous driving and connectivity. With its five service segments – Electrics/Electronics, Software, Consulting & Service, Test & Validation and Vehicle Engineering – ASAP's strategic development focus is on future-oriented fields of technology.