

**Information and knowledge
to satisfy customers and
confidently plan future
products...**



At any given time, there are changes being considered or implemented for global legislation and insurance requirements that have an effect on vehicle security systems.

Vehicle security requirements around the world are under constant review as thieves develop new theft methods and new theft trends emerge. As a result, at any one time, there are ongoing updates being considered for legislation and insurance to meet the changing market situation. All of this requires close monitoring and a good understanding of the potential impact it has on your existing and future security strategy for each market.



With regular information provided by our experienced, qualified specialists in vehicle security, SBD can help you to:

- **Manage the planning and product development of new systems** by knowing the impact of future changes in advance
- Design vehicle security systems right first time and **avoid expensive changes during the development cycle**
- **Maintain a deeper understanding** of market conditions for legislation, insurance and crucially, the latest theft trends and methods around the world
- **Save resource time and cost** by not having to delegate in-house manpower to monitor technical details and complex requirements for each global market

For additional information please email info@sbd.co.uk or telephone +44 (0) 1908 305105 and we will be happy to deal with your enquiry.



Up-to-date information source on worldwide markets...

In order to react to global market forces and requirements, you need continuous investigation, direct contact with many related organisations and a good understanding of historical trends in vehicle theft and the technical aspect of security system development. All of that equates to significant investment in time and money. But with SBD, the investment is minimised without compromising the benefits.

Advanced information on changes and trends

SBD's in-house team of experts constantly monitor theft trends and competitor activity on a global level which means you have access to first-hand knowledge in your chosen markets.

Legislative and insurance-related changes are often debated, researched and explored prior to any actual documentation revision being released to the automotive industry. SBD actively seek, research and partake in these debates and monitor trends that may eventually lead to specification changes. The network of SBD contacts means that we are constantly in touch with the key influencing organisations that affect vehicle security requirements. These include:

- Legislators and government organisations
- Insurers
- Vehicle manufacturers & Suppliers
- Police investigators
- Research and test authorities
- Specialist security contacts

Updates on market status

New theft trends are not announced and debated in advance in the same way that legislation and insurance changes are. Thieves are constantly developing new techniques and equipment to overcome manufacturers security systems. SBD have a wide network of sources and contacts that keep us up-to-date with worldwide theft trends, so that we can help to keep our clients stay one step ahead of the market.

We provide regular market analysis of vital security trends; in particular we focus on China, Europe, North America and Russia using inside sources.

Each of the status reports include insurance industry updates, theft trends, statistics, new technology and other items of interest for your chosen markets.

Sample status report

The collage displays several SBD reports:

- Security project report:** A table with columns for 'Main points this month', 'Item detail', and 'Comments by SBD'. It covers topics like the NYSA assessment process and AZT 3-minute attack test.
- Country status:** Reports for various countries including:
 - UK:** Insurance Industry Status - UK, mentioning the NYSA assessment process.
 - Germany:** Insurance Industry Status - Germany, discussing average cost of theft claims.
 - Holland:** Dutch insurers starting the update of the TT03 SVT criteria.
 - China:** Insurance Industry Status - China, reporting thefts of spare wheels from luggage compartments.
- Model feature strategy:** A breakdown of model by model feature requirement to meet insurance requirements.
- Parts pricing:** The target setting process was reviewed based on the new year pricing.
- Other items of interest:**
 - Alcohol measurement immobilisers:** Sweden is considering mandating immobilisers.
 - Proton are the most stolen brand in Malaysia:** Despite recent news about theft methods for imported brands.
 - What makes a good Smart Key? - SBD report series:** SBD have released the first report in a 3 part series.
- Forward schedule:** Work that is scheduled within the framework of this security project during the next month, including review of SBD technical reports, monthly meeting, presentation of the latest theft tool details from Russia, testing of prototype vehicle, and parts pricing discussion.

»» ...know what tomorrow brings

SBD offer a flexible range of support packages that can be tailored to suit your needs:

- **Status reports** to keep you up to date with the latest theft situation in your chosen markets
- **Technical Support Hotline** to answer queries and give advice whenever you need it
- **Expert briefing** meetings on insurance requirements, theft trends and the latest theft methods
- **On-site design support** to ensure designs are optimised and compliant with existing and future requirements

Our status reports and support provisions are fully flexible and you can choose a small amount of assistance or a complete outsourced service. Whatever level of support you choose, you will also enjoy these additional benefits:

Technical support

Each subscriber is assigned a technical specialist who is available to meet with you as regularly as you need. They are also available via our technical hotline to discuss the latest theft information, report content or act as support for any issues you face on vehicle security system research and development. Support could also take the form of on-site testing or representation during product approval processes such as the NVSA .

Secure, online access to information

Subscribers are given a dedicated, password protected area online where documentation and reports can be browsed and downloaded any time. This is an extremely convenient and secure method of sharing information simultaneously across different parts of your organisation in a controlled manner.

Influence on future research plans

Each year, our subscribers have an opportunity to influence the next year's research topics to ensure that our generic research reports address their specific needs as closely as possible. As each new report is ready for issuing, subscribers will receive an advanced notice informing them when it will be available and they have the opportunity to review copies during their expert briefings.






Reduction in consultancy fees

Additional technical support time can be used to request specific research, hold on-site workshop activities or purchase additional research reports that are a part of SBD's annual security research plan without the trouble of raising individual budget requests. Ongoing subscribers to our status reports automatically get a reduction on SBD's daily consultancy rate which makes the inclusion of additional support time a very valuable bonus.



SBD Services...

Our services are designed to provide a complete package of support bringing you the ability to launch a competitive product with the right specifications with the minimum cost and effort.

-  **Technical research** - Every year we publish a wide range of research reports describing the latest market and technical trends across all aspects of security technology
-  **End User Surveys** - We conduct detailed telephone and focus group interviews to find out exactly what the end user preferences and attitudes are and establish their willingness to pay for specific features or benefits.
-  **Product strategy** - We can help you to define what products you should aim to develop over a particular timescale and with what feature specifications.
-  **Project management** - Once you've decided your strategy, we can help you implement it by coordinating development groups to ensure that the specification is realised within the restrictions of the automotive development environment.
-  **Competitive benchmarking** - In addition to our regular research, SBD also conduct detailed competitor evaluations. This varies from teardown activities and performance feature databases. All of our testing is independent and objective.

Flexible pricing to meet your budget needs...


Step 1

Choose the countries you want covered in your annual subscription.

	Information annual cost	Each European country	€5,000
		USA	€15,000
		Russia	€15,000
		China	€20,000


Step 2

Choose how often you want the information and whether you want the report in written format or also as an on-site briefing meeting. We suggest, at minimum, 1 written report per quarter.

	Per report	Preparation of written report	€975
		Translation	€200
		On-site Briefing Meeting (not including travel costs)	€975

Step 3

Include additional technical support services at a preferential rate to use on an ad-hoc basis for whatever you need, whenever you need it.

	Technical Support per day	Hotline	€850
		Representation	€850
		On-site testing (not including travel costs)	€850

Example

UK = €5,000
Germany = €5,000
Russia = €15,000

Annually €25,000

English language report every 2 months = €975 x 6
Bi-annual briefing meetings = €975 x 2

Annually €7,800

One day per month of technical support via the hotline = €850 x 12

Annually €10,200

Annual total = €43,000

Next steps...

To discuss your requirements with one of our Security experts...

Email: info@sbd.co.uk

Call SBD: +44 (0)1908 305 105