

Bringing clarity to complex topics that impact your business



Informational, problem solving, market, technical and strategic workshops...

A written research report on a topic can provide valuable information but it is not always enough to help you understand the impact it has on your current or future products, or what changes you may need to make in your designs in response to the latest industry developments. When this situation arises and you need answers to complex questions, then SBD offers bespoke, confidential strategic sessions to address your specific needs and give you direct access to technical and market experts on those issues affecting your business.

During one of SBD's interactive workshops, you will be guided by a specialist that fully understands the issues you face, along with practical experience of the topic. This gives you solutions, not just a brainstorming session.

SBD's workshops will help you to:

- **Gain a deeper understanding** of how external industry developments impact on your business
- Develop class-leading product strategies with **guidance from independent automotive technology experts**
- **Get it right first time** by ensuring you consider all of the market and technical information relevant to your products and services
- Make faster and accurate decisions about product strategy and development **with trusted analysis and recommendations**



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.



» Simple training solutions for complex topics...

As acknowledged global experts, SBD is ideally placed to offer high quality research and advice about **Vehicle Security**, **Telematics** and **Low Speed Crash**.

In addition to developing strategies, conducting design reviews or testing actual products and systems, if you need something more specific, more detailed or with a direct comparison to your own product performance then we can also help.

SBD's interactive technical and market workshops can range from short, half day sessions to intense 2-week courses depending on the subject matter and your needs. Although the format is flexible, we have had considerable success in approaching the goal in small sections. Fully explaining the chosen subject based on our latest information, using worked examples to show how it applies to your products or services and then addressing your team's specific questions and concerns.

We bring you the data, information and in-depth analysis in order to give you a broader knowledge of the subject area and provide a focused environment to examine the areas that are pertinent to your product or service.

Whether conducted on a one-on-one basis or with an entire department, SBD will spend time on the areas where you need more explanation and move more quickly through the areas where your understanding is already good. Therefore ensuring you maximise the value of time spent in the workshop and Q&A sessions.

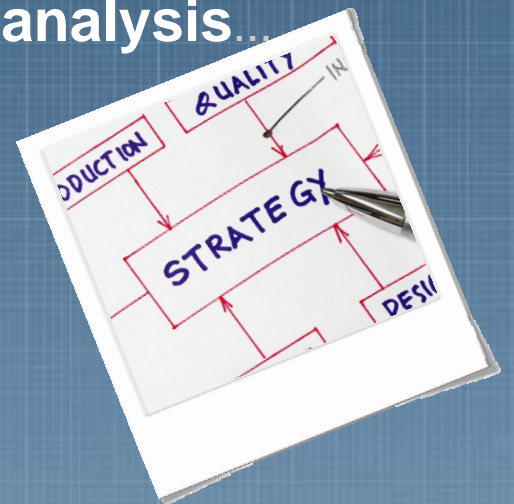
What to expect from an SBD interactive workshop...

- Initial discussion with an SBD specialist about your requirements
- Develop an agenda to meet your specific needs and topic coverage
- Full presentations and notes accompanied with support materials for you to share internally
- Translated materials and interpreters if required
- Conducted at your premises if required so all relevant staff can be present
- Post-workshop review to identify areas where you might need additional support

Keep your teams up-to-date with the latest automotive developments...



Increase the quality of your own intelligence and analysis...



Make the right decisions with your product and market strategy...

»» ...know what tomorrow brings

Examples of recent workshops carried out for our clients...

Understanding the impact of eCall in Europe on their business

eCall is a project of the European Commission (EC) intended to bring rapid assistance via telematics technology to motorists involved in road accidents. This full-day course ensured our client understood not only the current position of eCall in Europe but gained a clear understanding of its future direction. The workshop started with a review of the plans and objectives of the EC and what types of system were already being employed by private organisations and launched by vehicle manufacturers. Then, the various business models were analysed with particular perspective to the client's product line.

Our client walked away understanding the implications of eCall legislation on their business as well as getting a head start on developing a viable and profitable business model for their own eCall-related telematics service.



Enabling our clients to implement 'right first time' products in China

A Chinese vehicle manufacturer, keen to expand into Europe, was experiencing difficulty in understanding how to meet the high speed crash and pedestrian protection requirements of Euro NCAP without negatively influencing their low speed performance to meet RCAR insurance requirements. SBD provided a 4 day workshop and training to help the client's engineers with simulation techniques and highlighted alternative design solutions to give them a fuller understanding of how to design effectively for the European market.

Our clients' engineers gained first hand experience of how to achieve a good balance between the conflicting requirements of RCAR and Euro NCAP and their in-house knowledge was increased significantly. Their engineers and product planners were able to understand what they needed to do for each market and how to set and achieve targets so that when their vehicles are launched in Europe they will be competitive.



The customer needs for smart key systems in Europe

As a half-day supplement to one of SBD's end user surveys, one of our Japanese clients requested a detailed explanation of smart key usage and perceptions in Europe. The workshop was held at their design HQ in Japan with their in-house design teams so that they could all understand what they needed to improve on their next generation system. This included helping them to understand the difference between consumer expectations and current technology and why customer complaints are being experienced in Europe.

The client was able to fully understand what European customers look for in a smart key system and how much value they place on the technology. This information was used to feed into their overall product and marketing strategy for next generation smart key systems resulting in significant advantage over their competitors.



Pricing...

Our pricing is flexible and we offer a range of options based on your needs and budget limitations. You can choose a half day workshop based on our published research or multi-day training each of which is specifically designed to match your requirements. An indication of pricing is shown below but please contact us to discuss your specific needs.



Tier 1 Workshop

This is a generic, *non-exclusive* workshop based on previously published SBD study. A tier 1 workshop will expand on the information in the related report, provide a more detailed overview of the findings and give you an opportunity to discuss the key conclusions with the author to understand what they mean to your products and services.

Tier 2 Workshop

A tier 2 workshop is also based on previously published SBD study but in this case the workshop is prepared on an *exclusive* basis to meet your business needs. It will expand on the information in the related report but the focus of the workshop will be targeted at the specific areas that affect you and your team. The workshop format can be decided by you and we will align the activity so that it focuses on the areas that are important for your business.

Tier 3 Workshop

This is a Strategic-focused workshop. It is prepared on an *exclusive* basis but the focus of it will be very much driven by your business strategy. The workshop will be structured with your input and targeted to address the key areas of interest from a range of SBD research on all aspects affecting you current and future product strategies. It will be led by one of our project directors or senior technical specialist and will aim to provide you with a clear direction for the next steps in your business strategy.

*If you have already purchased a related research report to the workshop, the final price of the workshop will be discounted 50% of the list price of the report you purchased. Likewise, if you wish to purchase a related research report to the workshop, then the final price of the report will be discounted 50%.

Next steps...

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

Email: info@sbd.co.uk

Phone SBD: +44 (0)1908 305 101