

Dr. Lederer's management tips



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SDV: Catch them, you can!

The year is 2025, not 2015, mind you. And we are looking at automotive electronics, whose leading European industry meeting is taking place these days. One of the central topics there: the Software Defined Vehicle, or SDV for short. Are you surprised? Me too. How can it be that the SDV, almost 15 years after its inception, is still so under-exploited? Looking beyond Europe, it quickly becomes obvious why: the SDV is preparing to conquer the markets.

The pioneers for this are located in China and the USA, while in this country the development has been observed for years with a peculiar mixture of arrogance and inertia. Who needed OTA, paid add-on features or the integration of the car into the customer's digital ecosystem? Was it really necessary for a car to be operated as simply and intuitively as a mobile phone? Fortunately, most automotive companies now recognize that their own competitiveness depends significantly on mastering the software. Although the gap is still large, costly and damaging to the image, there are rays of hope, and that's a good thing.

Full steam ahead

We can and should build on this. What is needed now is the proverbial light at the end of the tunnel. It is not too

late to walk in the footsteps of the frontrunners and put pressure on them from behind. The following points will help.

- **Be successful as a late mover:** There are countless examples of the success of late movers in economic history. IBM's PCs are one of them, as are Siemens' lithotripters. A strong brand can roll up the market from behind. However, the shot must then be a hit and must not be hesitant.
- **Overcome inertia:** The past 15 years have shown that inertia is the worst possible advisor for making progress in terms of SDV. It's time to go full steam ahead and put aside any doubts. Self-soothing platitudes like "it won't be so bad" or "it has always gone well", are definitely outdated.
- **Envision the future:** What does it look and feel like, the SDV? An attractive, tangible and coherent vision of the future is an extremely powerful motivator that counteracts inertia. Does your company lack this? Then you know what to do.

Can you still catch up with the pioneers of the SDV? Yes, if you tackle the task without further hesitation, discard your concerns and go full throttle. It is not dishonorable if success comes late, as long as it comes. In that spirit: Catch them, you can! (na)