

# ՏՆՆ ԴՁՍ

CASE 2 - ROUND 1

**NEXTGEN SOLUTIONS**

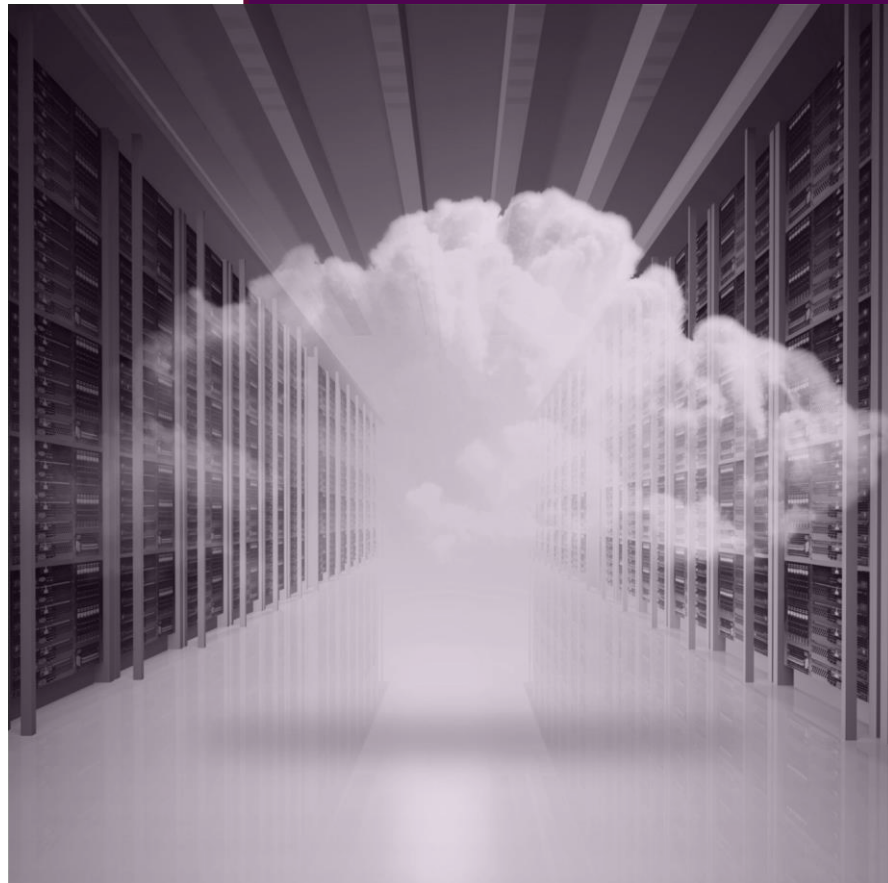


NextGen Solutions (NGS) is an engineering and technology company focused on software development and integration of technologies like cloud, IoT and AI into the automotive ecosystem. NGS serves customers across the automotive value chain.

Since the automotive value chain has traditionally been closely controlled by the OEMs, there is limited scope for product or service innovation independent of them. This is especially true in the case of technology solutions if it requires access to vehicle data.

The New Business Development (NBD) function at NGS has consistently grappled with this constraint while identifying new revenue generation opportunities.

During one brainstorming session, a radical thought was seeded. What if there was a model of service delivery independent of the vehicle data generated by the OEM? What if service providers / technology providers could go direct-to-customer?



The idea of offboard software / applications was conceived. Offboard software is not embedded in the vehicle but hosted on a cloud and may or may not make use of vehicle data to provide solutions to a vehicle's stakeholders – driver, owner, insurer, service centre, mechanic, accessories retailer, other service providers, etc.

The NBD team pitched the idea of exploring offboard software opportunities to NGS' CEO who immediately hired a consulting firm to determine the true potential of this opportunity.

The consulting firm has been mandated to present a business case to NGS' board and seek approval to pursue this opportunity, on behalf of the management.



## ***Key Deliverables – Round 1***

**Develop an issue tree/hypothesis to launch offboard software-based services in the Indian Automotive market. Identify the key issues to be discussed. Also, identify key questions you would like to ask the client that could be useful in further analysis.**

*(Here we are looking at the breadth of issues you bring up and how you plan to test these points. It should not be stuff just laid down theoretically, but testable practically)*

## *Submission Guidelines*

- ✓ Each team has to continue with the case they chose in Round 1 and 2. Equal preference would be given to all cases for evaluation
- ✓ The case submission deadline would be updated on Avalon's website. No submissions will be accepted past the deadline
- ✓ Teams are required to prepare a PPT of maximum 10 slides for Round 1 and 25 slides for Round 2 (excluding annexure)
- ✓ The PPT guidelines for Round 3 would be shared during the mentorship sessions for the finalist teams
- ✓ The PPT files along with other supporting documentation can be uploaded in the form of a .zip or .rar format file. Files that exceed 25MB in size will be disregarded
- ✓ The cover page should mention the team name, college name and the case selected. The end page should mention the name, mobile and email ID of each team member. The slide limit includes the cover page and end slide
- ✓ Please name your submission file as CaseNumber\_CollegeName\_TeamName (e.g., Case 1\_XLRI\_Panthers)
- ✓ Participants are required to email their submissions to [suntzu@consultavalon.com](mailto:suntzu@consultavalon.com)
- ✓ Please explicitly mention all the assumptions (if any) you make to solve the case. You can incorporate those as part of your submissions for each round.
- ✓ No additional slides beyond the set limit shall be accepted for evaluation.
- ✓ We encourage you to carry out your own research while working on this case. However, please ensure all your data points are obtained through authentic and reliable sources and should be mentioned in your submission.

***For any queries contact [suntzu@consultavalon.com](mailto:suntzu@consultavalon.com)***

