



## Electromobility product launch roadmap created for truck manufacturer



Information was collected across the OEM's organization to design a robust product launch plan for 2025, an important enabler in getting the right products to the market at the right time.

### Client Challenge

The OEM had several strong but scattered ongoing initiatives related to electrification in the internal e-mobility value chain. The different departments had reached a point where it was necessary to obtain a complete overview of the organization as a whole in order to synchronize all activities well ahead of the forthcoming product launches.

### Client Solution

Fortos' frameworks were adapted to fit with the specific situation.

- The electromobility roadmap was broken down into key transformation areas, including information such as objectives, ownership and milestones
- A gap analysis was performed in order to visualize gaps between transformation initiatives and the desired position that had been defined
- Ways-of-working with electromobility roadmap and forums were created
- Fortos designed and delivered a business intelligence process for electromobility





## Client Value

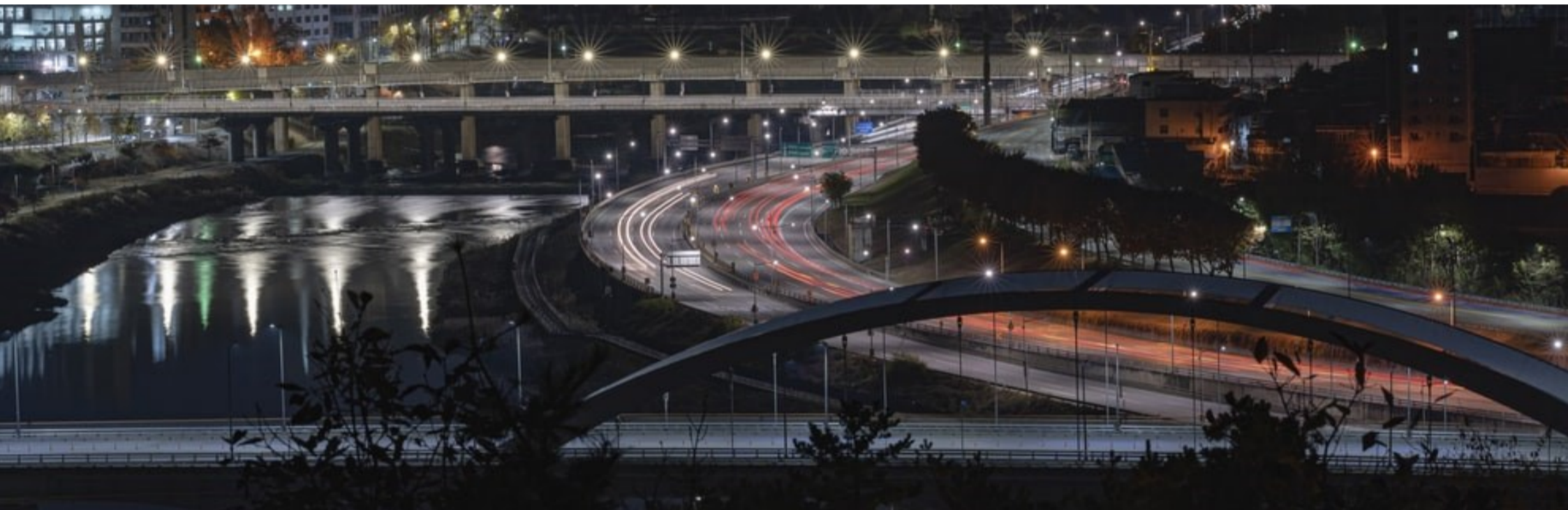
The roadmap provided full transparency and synchronization of all initiatives between all functions.

It created alignment and increased understanding between functions which served as an important enabler in getting the right products to the market at the right time.

The roadmap also helped with further decision making and resource allocation, supporting the customer in making priorities.

## Collaboration between Client & Fortos

Fortos worked closely together with the customer to gather data, understand and challenge the initiatives. When the project was completed the result was seamlessly handed over to the line organization for future maintenance and development.



## Would you like to get in touch?

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## About Fortos

*Transformation is our heritage. Fortos has a long history as one of the most valuable advisors to leading multinational organizations in the Automotive industry. We support our clients to achieve successful transformations through our deep understanding of their business, our world-class transformation competence and long term commitment to deliver sustainable client value.*

*Learn more about us at [Fortos.se](https://www.fortos.se)*

