Case Study | Continental | Germany | Automotive
Productivity boost powered by GenAI

Business Need

Transform the **User Experience (UX)** unit at Continental's R&D division:

- Time intensive, manual processes for extraction of regulatory requirements and classification.
- Product development delays.
- Inefficient feature planning.
- Lack of streamlined processes.

Solution

Developed the **AI Shadow**, automating critical R&D processes using Microsoft Azure's AI capabilities:

- Automated Requirements Extraction: To reduce manual input.
- Requirements Classification: Accurate and compliant multi-dimensional categorization.
- Automated Feature Mapping: Faster and accurate feature plan generation.

Outcomes

The AI Shadow Value Discovery PoC resulted in:

- ✓ Increased efficiency and productivity, allowing teams to focus on higher-value tasks.
- ✓ Significant operational savings through improved accuracy.
- ✓ Shifting engineers back to engineering tasks, increasing development efficiency.
- ✓ Enhanced regulatory compliance, safety standards, and product quality.

" There is nothing more to add, as it has already been stated multiple times – the results, and especially the collaboration with you and your team, were outstanding! Continental is impressed by NTT DATA's ability to translate our complex needs into practical, scalable solutions.

Michael Sicker, *Director R&D Transformation, Continental*

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