

'AUTOMATIC': BUILDING AUTOMOTIVE MATERIAL INTELLIGENCE

An Invitation to Participate in the Automotive Material Intelligence Consortium

Executive Summary and Key Benefits

The full copy of this document includes confidential information on the work program of the Consortium. It is available only to organizations considering membership of the AutoMatIC project and is issued under a non-disclosure agreement.

Executive Summary

The Automotive Material Intelligence Consortium ('AutoMatIC') is a new industry collaboration focused on developing best practice for materials information and its use in the Automotive and Off-Highway Vehicle sectors.

Materials information is critical for the Automotive sector because so many engineers need access to the right materials data, in the right format. They need it for applications including simulation, materials selection, design, quality assurance, substitution projects, environmental assessments, and more. Automotive organizations also need to keep up with a rapidly-evolving materials landscape, understanding and applying innovations in areas such as higher-strength steels and composite materials. Good materials data and effective materials decisions are essential in optimizing product designs for the supply chain and the needs of global manufacturing organizations, and for initiatives in 'lightweighting' and emissions reduction.

A strong base of technology already exists to manage materials information, deploy it for use, and turn it into material intelligence that can have real business impact. There are many exciting possibilities for further enhancing this technology. Competitive advantage will accrue to Automotive sector organizations that can adopt and apply these tools with maximum speed and effect.

The Automotive Material Intelligence Consortium ('AutoMatIC') follows a successful model established by previous Granta consortium projects. It will facilitate the optimization of Materials Information Technology for the Automotive sector and its application, and will support member organizations in maximizing the advantages gained from this technology. These advantages include increases in productivity, lower costs, improved product performance, enhanced compliance with regulation, and more leverage for investments in simulation and PLM.

Organizations in the Automotive and Off-Highway Vehicle sectors are invited to join.

A full version of this Proposal document is available, under non-disclosure agreement, from your Granta representative. The following two short extracts summarize benefits of membership and the invitation to join.

Summary—benefits of membership

- Get early access to the latest software, databases and templates for GRANTA MI—application of this technology delivers proven multi-million-dollar returns on investment¹. Sources of ROI include: productivity gains in materials engineering and design, lower materials costs, new opportunities to innovate and enhance products through better use of materials knowledge, designing-out of regulatory risk (e.g., due to restricted substances), and more accurate simulation leading to time savings and reduction in physical prototyping.
- Define and benefit from industry best practice, ensuring that your company's needs are met by the latest technology and that you are able to implement and apply this technology as efficiently and effectively as possible.
- Participate in the development of an annual 'State of the Industry' Report, ensuring that you are engaged with the latest developments and applications of Materials Information Technology, positioning your company to take maximum advantage of this emerging technology.
- Network and interact with peers, gaining insight into the application of Materials Information Technology across the industry and helping you to resolve challenges in its implementation.
- Help to raise the profile of materials and materials information, ensuring that strategic issues of critical business importance are recognized and addressed in your organization and industry.
- Understand and develop the business case for strategic materials information management in your organization
- Help to ensure that the Automotive sector plays a leading role in the rapidly evolving field of Materials Information Technology, ensuring that specific industry needs are met.

An invitation to join

The start of the Automotive Material Intelligence Consortium ('AutoMatIC') on 1st June, 2014, will be a major landmark for Materials Information Technology in the Automotive and related sectors.

It marks recognition that Materials Information Technology is now mature and robust, with potential to increase productivity, lower costs, improve product performance, enhance compliance with regulation, and gain more leverage for investments in simulation and PLM. It acknowledges that there is plenty of work to do in order to optimize the technology and maximize these benefits for the industry, and that organizations that get involved in this work at this key inflection point will gain substantial long-term competitive advantages.

With this in mind, we invite your organization to join the AutoMatIC project as a Founder Member. Contact us via your regular Granta representative or e-mail automatic@grantadesign.com.

¹ See the Granta White Paper "The Business Case for Materials Information Technology"