



Technology that drives Tomorrow



# Revitalizing the Android Embedded Device Project for a Leading European OEM

Amidst the transformative trends of electrification and connectivity in the automotive industry, in 2021, Acsia stepped in to successfully take over and enhance the Android embedded device project for the global OEM, demonstrating their technical prowess and commitment to excellence.

# Technology & Business Landscape

In 2021, the automotive industry underwent significant transformations driven by two major trends: electrification and connectivity.

Electrification gained momentum due to stricter emissions regulations, lower battery costs, and expanded charging infrastructure, making electric vehicles (EVs) more appealing and practical. Meanwhile, the integration of Android Automotive OS revolutionized vehicle connectivity, enhancing user experiences and enabling seamless integration with other smart devices. These trends aligned vehicles with modern consumer expectations, making driving more connected and enjoyable.





# Customer Problem Statement

A Tier-I supplier collaborating on the Android embedded device project for a leading OEM faced complex challenges. The project required additional focus on OEM compliance (ASPICE L2).

## Acsia Solution

In response to these challenges, Acsia redefined the existing architecture into a more structured format and documented it according to ASPICE standards (SYS 2, SYS 3, SWE 1, and SWE 2). Acsia also provided crucial support to internal and external teams, addressing queries related to the existing architecture and conducting in-depth vulnerability analyses to identify

potential cybersecurity issues. Based on the performance and expertise demonstrated, Acsia was tasked with working on the second version of the Android embedded device. This involved managing the hardware and software requirements from the early stages of cluster development (SYS 2 to SYS 5 and SWE 1 to SWE 6). Additionally, Acsia team

played a key role from the architecture perspective in developing a comprehensive cybersecurity concept to enhance the device's security. The team also played a pivotal role in proposal preparation, requirement evaluation, design discussions, testing activities, and validation processes, ensuring alignment with customer needs and adherence to ASPICE processes.

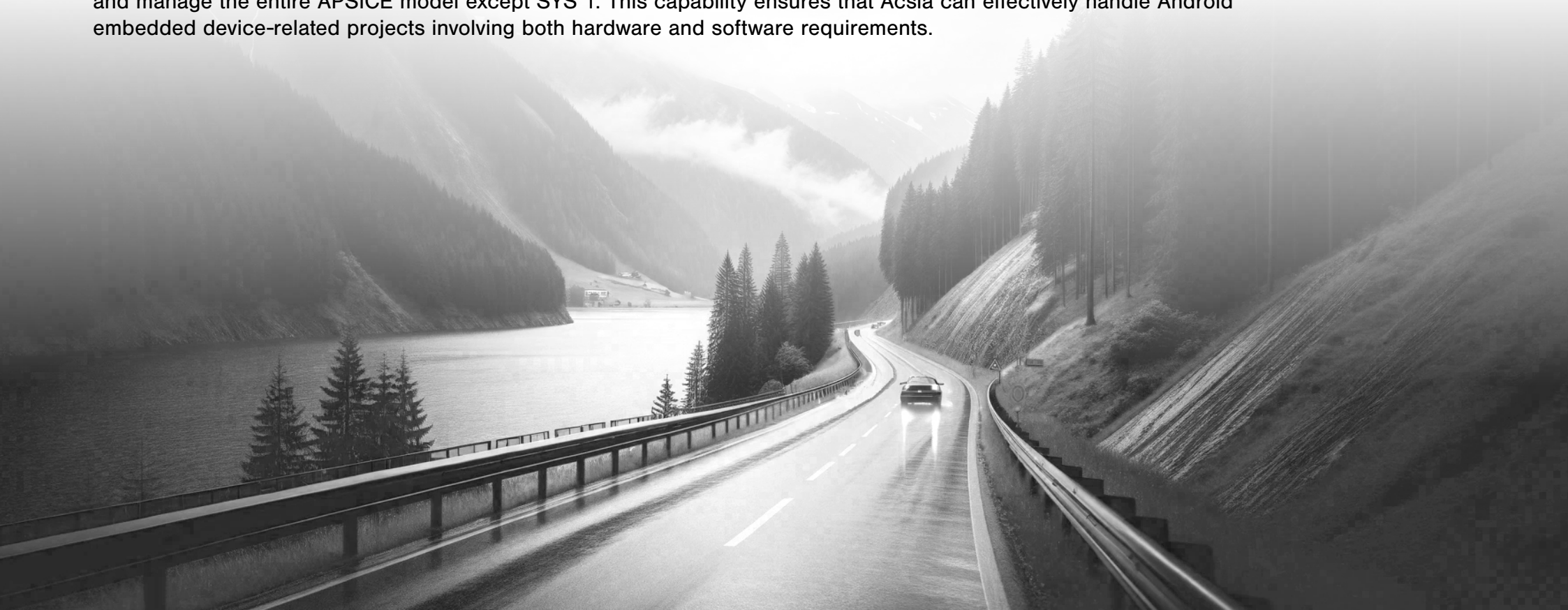


# Business Outcome & Impact

Acsia's involvement ensured that the OEM could meet their production rollout timelines, significantly improving process efficiency and device performance by implementing ASPICE and cyber security standards. The project outcomes demonstrated the value of structured processes and adherence to industry standards, leading to a successful and timely product launch.

## Key Learning

The project equipped the team with the necessary skills to handle multi-vendor projects' cybersecurity requirements and manage the entire APSICE model except SYS 1. This capability ensures that Acsia can effectively handle Android embedded device-related projects involving both hardware and software requirements.



# Expert Speak



**Ambika Thiruvappallil Karunakaran**  
SME

“Our innovative approach and deep expertise in automotive technology allowed us to transform a challenging situation into a success story. By redefining the architecture and implementing rigorous standards, we delivered a robust, secure, and highly functional solution that met the client’s needs and exceeded their expectations.”



**Gloria Joseph**  
Delivery Leader

“Our dedication to delivery excellence and fostering strong customer relationships enabled us to navigate and overcome significant project challenges. Through collaborative efforts and a commitment to industry standards, we ensured timely delivery and superior performance, reinforcing our reputation as a trusted partner in the automotive industry.”

## About Acsia Technologies

Acsia is a global leader in automotive software powering Digital Cockpits & Displays, e-Mobility, and Telematics. We use our expertise to develop solutions that simplify complex problems and create safer, sustainable, and more compelling driver and passenger experiences. With a presence across the United States, Germany, Sweden, Japan, and India, we collaborate with top carmakers and Tier-I suppliers.



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