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From Platform to Industrial Deployment

MHP Joins the AWS and HERE SDV Accelerator

- MHP helps bring SDV technologies into industrial deployment faster, from use case selection to scalable implementation
- Solution engineering and integration expertise connect technology, business value, and existing engineering landscapes
- The AWS and HERE SDV Accelerator provides access to pre-integrated partner solutions, while MHP supports OEMs on the journey from pilot projects to production development

Ludwigsburg – The management and IT consultancy MHP has become a collaborator in the Software-Defined Vehicle (SDV) Accelerator from Amazon Web Services (AWS) and HERE Technologies. The initiative combines an open, cloud-based development environment with pre-integrated and validated AWS Partner Network (APN) solutions available in AWS Marketplace. MHP will develop OEM-specific solutions from these building blocks and bring them into series production.

Remco Timmer, Senior Vice President Automotive Solutions at HERE Technologies, explains: "As vehicles become increasingly software-defined, automakers need trusted partners who can help simplify complexity and accelerate deployment. The transition towards SDV is often equally a technical and organizational challenge. MHP's deep automotive and engineering expertise makes them a valuable addition to the SDV Accelerator Program. Together, we can help the industry move more quickly from strategy to execution."

For MHP, this step represents a new expansion of its longstanding collaboration with AWS. As part of the initiative, MHP will focus on the key SDV domains of Infotainment & Digital Experience, Connectivity & Over-the-Air (OTA) Updates, Assisted & Autonomous Mobility, Cybersecurity, and Vehicle Data & AI.

"The industry is still building too many things a second and third time, losing precisely the speed that determines market share in the SDV race," explains Alex Artamonow, Partner and Head of Software-Defined Vehicle at MHP. "Reusability through platform-based approaches is the most effective lever to address this challenge. When architectures, toolchains, and validated partner solutions from the AWS and HERE network become the common starting point, effort shifts away from integration and back toward differentiation. The technology components come from the initiative's collaborators; we assemble them for OEMs and bring



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Contact

MHP Management-
und IT-Beratung GmbH

Benjamin Brodbeck

Head of Public Relations

+49 (0) 152 33 14 58 09

Benjamin.Brodbeck@mhp.com



Ann Holz

Spokesperson SAP Digital Enterprise, Cybersecurity, Future of Work & CSR

+49 (0) 152 22 60 56 61

Ann.Holz@mhp.com



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them into production. The New Industrial emerges where not everyone builds their own foundation.”

From Technology Stack to Tangible Business Value

The SDV Accelerator was developed by AWS and HERE to simplify automakers' access to a curated portfolio of AWS services and APN member solutions.

Its open architecture combines AWS Cloud and AI capabilities with HERE's location technology and solutions from various technology partners. In doing so, the initiative addresses a key challenge in SDV development: fragmented development environments and the growing complexity of integrating multiple technologies.

MHP operates at the intersection of these technologies and the OEM organization. This includes selecting and prioritizing relevant use cases, developing value cases, integrating solutions into existing engineering and legacy environments, and defining operating models and governance structures.

From Pilot Projects to Scaled Deployment

The transition from isolated proofs of concept to productive development processes remains a major challenge for automotive manufacturers. Different toolchains, responsibilities, and procurement models can prevent successful pilot projects from being seamlessly transferred into established development organizations and vehicle programs. The SDV Accelerator provides the technological foundation for this transition through pre-integrated solutions, standardized workflows, and a network of solutions and collaborators accessible in AWS Marketplace.

About the SDV Accelerator

The AWS and HERE SDV Accelerator combines an automotive-specific solution architecture, sample code, and a curated selection of AWS and APN member solutions available in AWS Marketplace. Its goal is to help automotive manufacturers and their partners develop software-defined vehicles faster and with significantly reduced integration effort.

The platform leverages virtualized development and testing environments and supports multiple areas of SDV development, including ADAS (Advanced Driver Assistance Systems) and In-Vehicle Infotainment. Collaborators in the initiative include companies such as Arm, Elektrobit, FORVIA, Panasonic Automotive Systems, and QNX.

About MHP

MHP is a management and IT consultancy headquartered in Ludwigsburg, Germany. For more than 30 years, MHP has combined deep industry expertise with technological know-how, supporting leading companies in complex strategy and IT transformations across the entire value chain. Its industry focus spans automotive and manufacturing, aerospace, defense, and energy, as well as the public sector. MHP provides strategic and operational consulting in key future-focused areas such as business transformation, artificial intelligence, SAP and cloud transformation, manufacturing and supply chain digitalization, software-defined products and operations, data-driven business models, and platform & ecosystem development. At the core is the ambition to translate technological excellence into industrial-scale solutions – fast, sovereign, and resilient. In doing so, MHP strengthens the global competitiveness of its clients. Around 4,500 employees worldwide work together to deliver on this ambition. For more information, visit www.mhp.com.