

CASE STUDY

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ATI India's Support of the 'One Ford' Strategy

In September 2006 Ford Motor Company (Ford) started implementing its Global product plans as part of its 'One Ford' strategy. Six years on, the company unveiled the fruits of its labour: revamped versions of the Mondeo and Fiesta as well as the new EcoSport, a sport utility vehicle manufactured in India. The significance of these models, and subsequent product launches, was the embodiment of the 'One Ford' strategy - working as a single worldwide team with the aim of reducing cost, raising quality and accelerating the product development process. Indeed, the consolidation of vehicle platforms from a total of 94 prior to 2006 to as few as 9 platforms following the launch of the EcoSport is a measure of the lengths the company was prepared to go in pursuit of cost savings. This strategy helped Ford remain profitable at lower volumes during its recovery from the economic downturn.

Accurate Technologies' India Office's (ATI India) first opportunities to work with Ford India coincided with the roll out of the 'One Ford' strategy in 2006, by supporting Mr. Sriram Ramaswamy and his group responsible for Powertrain, Calibration and Controls Engineering for all vehicle programs sold to the Indian market. Mr. Ramaswamy, Manager - Powertrain Development, Product Development, India, was one of the first advocates for a local India-based ATI office. Upon the establishment of ATI India in November of 2013, he noted, "we are eager to take advantage of the latest features that ATI's products have to offer and now we have local ATI representatives that can provide the first-hand information as soon as it is available."

ATI India recognizes how imperative it is to sustain their support as Mr. Ramaswamy and his group play such an important role in the continued success of the 'One Ford' strategy at a local level. Its global mission to minimize platforms and cater to multiple markets requires the local Ford product

development teams to be part of the global development team, and allows them to provide early product development input in order to meet local needs. The challenge for Mr. Ramaswamy is that car owners in India have a very different driving style “compared to that of the West” with characteristics such as minimal shifting, use of higher gears and lugging. Consequently, Mr. Ramaswamy’s team continually offered feedback to Ford global development regarding India’s unique requirements, and in turn, his team was able to adapt the generic vehicle platform by tailoring the engine and transmission performance to satisfy Ford Driveability for the India market. The result - the Ford EcoSport has become one of the most popular vehicles in India today.

Umesh Patel, ATI UK and India CEO, commented that “ATI has valued a stronger working relationship between Mr. Ramaswamy’s group and the ATI India office because it also allows us to enhance our direct feedback to the ATI development team to ensure ATI’s products have the features that Ford India needs to retain its competitive advantage.”

Mr. Ramaswamy concluded, “We appreciate the new office and look forward to working closely with the ATI local representatives.” He has been with Ford Motor Company, India for 8 years with prior experience at Bosch and Continental.



Ford EcoSport