

## LTTS Inauguration of 1DigitalPlace and Electrification & Prototype Center

November 17<sup>th</sup>, 2022 | Peoria, Illinois, USA

### About Event:

LTTS inaugurated two of its design and prototyping centers in Peoria, Illinois, as part of its innovation and expansion strategy in the USA for supporting the Manufacturing Process automation, Electrification & other digital engineering programs of its customers. There were center walkthroughs, capability demos, and deep discussions with LTTS leaders and SMEs

The event was attended by LTTS leaders, customers, leaders from the local city council, and the Indian embassy, along with analysts.

### Event Pic:



## Key Take-Aways:

- 1DigitalPlace consists of an innovation center that leverages next-generation manufacturing technologies to enable customers to enhance their profitability, regulatory compliance, and productivity from concept development through launch. It will help drive innovative solutions across the digital manufacturing spectrum in key areas, including AI, robotics, 3D-vision systems, and connected machines. It will combine insights from the voice of the customer with LTTS' state-of-the-art design, simulation, proof of concept, and prototyping capabilities.
  - *Value to Customer:* This center will help LTTS engage customers upstream and co-innovate with them, exploring the art of possibilities with new technologies
- Electrification & Prototype center is a state-of-the-art lab providing services across the value chain, covering from design to proto build along with testing, and is powered by the highest quality automation equipment. It is capable of enabling the entire spectrum from conception through schematics to physical prototype harness development on HIL test benches. It is helping expand and deepen LTTS' expertise in electrification and provide engineering solutions across Automotive, UAVs, Industrial and marine engineering segments. The CoE's rapid turnaround time, ISO9001-certified quality and testing capabilities, and no Minimum Order Quantity requirement will help drive a significant reduction in customer lead times and deliver enhanced project outcomes. Never seen anything like this before, where engineers can develop prototypes of 200 different types of wire harnesses in a short span of time.
  - *Value to Customer:* This center will help reduce prototype time for wire harnesses customers from 14-16 weeks to 4-6 weeks
- The other piece in Peoria is LTTS' flagship engineering and design center. LTTS further plans to expand this center and increase its strength to 500 people. Presence of SMEs and the local talent will help in gaining customer mindshare across industry segments. The center will act as a hub to attract and hire local engineers to fulfill existing and future customer requirements. This will help LTTS in creating local jobs in the US and protect itself from delivery challenges because of visa and travel issues. It should help LTTS increase its share of the wallet of customers.
  - *Value to Customer:* Frictionless delivery with regulatory compliance and a mix of local and global resources. This is better immune to travel and visa challenges.
- The choice of Peoria location by LTTS is interesting for investment in the mid-west region in the US. This town is known for engineering and manufacturing talent because of the presence of Fortune 500 off-highway OEM's. LTTS aims to become one of the major engineering service providers in the town and an employer of choice for engineering professionals in this region.

## Bottom Line:

In the next phase of growth, LTTS needs to be geographically closer to customers, engage customers upstream, and help them in achieving their business and engineering objectives. LTTS also needs to differentiate itself from its peers showing its engineering heritage and capabilities, and also become an employer of choice in various regions. This investment in Peoria ticks all boxes and prepares LTTS for more deeper engagements with its existing customers and also attracting new customers. The centers will also serve as a hub to attract and hire local engineers to fulfill customer requirements. This is a serious investment by LTTS and follows a series of similar investments in Europe and North America. We are hopeful that these investments will prepare LTTS for the next phase of growth.