

### Challenge

#### **Optimize in-vehicle line of audio, communication, and entertainment systems**

A major automotive manufacturer wanted to reduce complexity of their in-vehicle infotainment offerings. From among 26 individual features, the manufacturer wanted to identify no more than 12 popular, and profitable, infotainment packages that they could take to market.

### Solution

#### **SOCO™ is a Morpace-exclusive tool used to reduce complexity by narrowing feature selections to the most popular and profitable combinations needed to satisfy the largest number of customers**

Morpace recommended the SOCO™ technique to:

- Identify the most profitable and popular infotainment package line-up
- Reduce feature combinations to only those needed to satisfy consumers, enhance revenue, and reduce costs
- Determine optimal pricing and expected share for each infotainment package

### Outcome

#### **Reduced complexity. SOCO™ analysis successfully pinpointed the ten most appealing combinations from a potential 65 million.**

By integrating the customer's point of view into the planning process, the manufacturer was able to develop an optimal product portfolio for their entire vehicle line-up. Five features were eliminated from the portfolio due to low interest from consumers.

*“The SOCO process provided us with a single package of core services, and allowed us to offer specific add-on services to distinct customer groups.”*



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