

# Strategic Planning for Autonomous Vehicles

## A Guide for Executive Leaders

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# A guide for strategic planning in the autonomous vehicle whirlwind

Every day new information touts the emergence of autonomous vehicles (AVs). Like us, you are likely trying to make sense of all the buzz around AVs and their commercial uses. This executive brief is your guide to navigate the noise and start designing a practical AV strategy for your organization.

This brief is for executive leaders to understand the key AV trends we are seeing and their implications for your organization. This brief lays out considerations that should guide design and execution of your AV strategy. Visit [www.Zylter.com](http://www.Zylter.com) for more information.



# We are seeing four major trends in commercial AV implementation

1. The AV market is delivering many *technologies*, but few fully integrated *capabilities*
2. Organizational planning is not keeping up with AV technology advancement
3. Successful AV use requires coordinated planning, exploration and adaptation
4. Leading companies are starting early, but with a flexible and pragmatic strategy

# 1. AV innovation is delivering air and ground systems, but with limited support



*commercial drone operations*

**AVs present an opportunity to generate great monetary and non-monetary value**

- Effectiveness, efficiency, safety, brand value

**Current AV technologies are impressive, but often do not directly translate into solutions to organization's key challenges.**

*autonomous port operations*

There is significant burden on organizations to understand the technology and how to implement it for value

## 2. Many companies have an ad hoc, technology-driven approach to AVs

Technology-Driven Approach	Operations-Driven Approach
<ul style="list-style-type: none"><li>▪ Implicit belief in value of technology</li><li>▪ Looking for opportunities to apply pre-determined technology in organization</li><li>▪ Can generate immediate brand value</li><li>▪ Risk of investing time and resources in an ill-fitting solution</li></ul>	<ul style="list-style-type: none"><li>▪ “Practical optimism” about potential of technology</li><li>▪ Systematically consider a range of technical / non-technical options to address needs</li><li>▪ Generate sustainable value</li><li>▪ Significantly increased chance of long-term success</li></ul>

Our operations-driven approach builds on a deliberate strategy to reduce risk and ensure a clear, sustainable ROI



### 3. Building your AV-based solution requires addressing four distinct aspects

Level



Zyler uses a multifunctional approach and network of partners to address all AV solution aspects

## 4. Your corporate AV strategy must answer key implementation questions

- |              |   |
|--------------|---|
| <b>WHERE</b> | <ul style="list-style-type: none"><li>▪ What operations or aspects of my operations can benefit from AVs?</li></ul>   |
| <b>WHEN</b>  | <ul style="list-style-type: none"><li>▪ Is the technology we need available yet?</li><li>▪ What are the advantages and disadvantages of being an early mover?</li></ul> |
| <b>HOW</b>   | <ul style="list-style-type: none"><li>▪ Should we use an in-source, out-source or hybrid approach to develop our AV operations?</li></ul>                               |
| <b>WHO</b>   | <ul style="list-style-type: none"><li>▪ Do I have all the technical and management expertise required?</li><li>▪ How do we get the support we need?</li></ul>           |

Answering these questions requires a collaborative approach and clear implementation framework



# Other key observations from AUVSI 2017 and emerging AV trends

- **The AV hype is generally true, but can mislead**
  - It often highlights “best case” under controlled conditions
- **Context matters...alot**
  - Your AV solution design must account for user requirements, operational context and processes / work flows
- **The market is expanding from the “early movers” to “fast followers”**
  - Fast followers are characterized by hopeful practicality, innovative spirit and some comfort with uncertainty
- **Automation will not replace entire jobs, but will replace some key job functions (but not all)**
  - Companies must plan for long-term adaptation of roles and responsibilities as AVs are implemented
- **The biggest factors dictating the pace of commercial AV acceptance are regulation and risk management**



# Zylter Guides Commercial Unmanned Vehicle Strategy & Implementation

## RESEARCH

- **Understand** current trends in unmanned technology
- **Assess** unmanned vehicle implications for your industry
- **Decide** on your specific needs to address with unmanned vehicles

## DEVELOPMENT

- **Design** a solution based your priority user needs
- **Apply** production & technical expertise to find the system you need; or
- **Build** the custom unmanned solution to address your needs

## IMPLEMENTATION

- **Deploy** unmanned system(s) to increase efficiency, effectiveness or safety
- **Integrate** technology with existing processes & systems
- **Support** long-term use with in-house or external expertise



*Integrate. Technology. Zylter.*



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# Visit the Zylter website or email us for more information and analysis

Email us at:

[solution\\_design@zylter.com](mailto:solution_design@zylter.com)

**ZYLTER** GET STARTED RANKINGS USER ROADMAP SUPPORT SERVICES CONTACT

## EXECUTE YOUR UNMANNED VEHICLE STRATEGY

LEVERAGE THE RAPID GROWTH OF UNMANNED SYSTEMS AND EMERGING TECHNOLOGIES IN YOUR BUSINESS

GET STARTED

**ZYLTER DELIVERS THE COORDINATED RESOURCES TO DEVELOP AND IMPLEMENT YOUR UNMANNED SYSTEMS STRATEGY**

**RESEARCH**  
Apply Zylter experience and expertise design your tailored unmanned systems strategy based detailed business and market analysis.

**DEVELOPMENT**  
Leverage Zylter's extensive expertise and network of innovation leaders to design the technology solution to meet your needs.

**IMPLEMENTATION**  
Use Zylter and our network of industry partners to assemble the team you need to implement and support your unmanned strategy.

+ INDUSTRY SECTORS HOW IT WORKS RANKINGS FAQ FEEDBACK

[images hyperlinked to associated website pages]



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