

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.

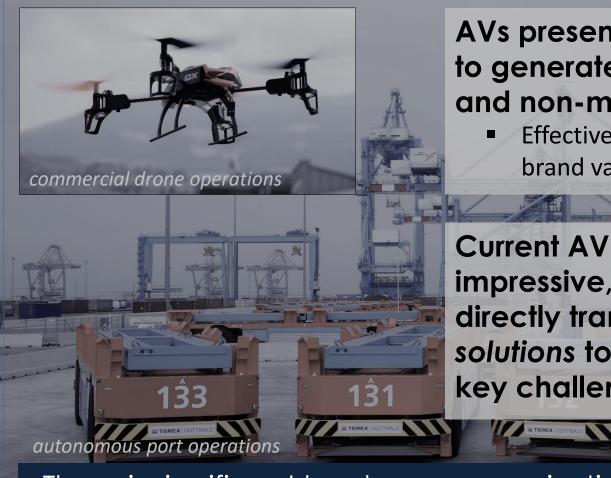
This brief is for executive leaders to understand the key AV trends we are seeing and their implications for your organization. This brief lays out considerations that should guide design and execution of your AV strategy. Visit www.Zylter.com for more information.

We are seeing four major trends in commercial AV implementation



- The AV market is delivering many technologies, but few fully integrated capabilities
- Organizational planning is not keeping up with AV technology advancement
- 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



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.

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

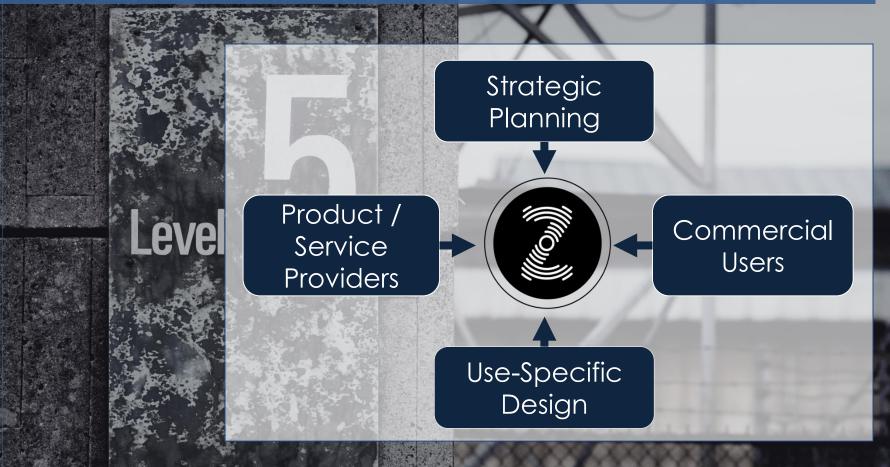
- Implicit belief in value of technology
- Looking for opportunities to apply pre-determined technology in organization
- Can generate immediate brand value
- Risk of investing time and resources in an ill-fitting solution

Operations-Driven Approach

- "Practical optimism" about potential of technology
- Systematically consider a range of technical / nontechnical options to address needs
- Generate sustainable value
- Significantly increased chance of long-term success

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



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

4. Your corporate AV strategy must answer key implementation questions

WHERE • What operations or aspects of my operations can benefit from AVs?

- **WHEN** Is the technology we need available yet?
 - What are the advantages and disadvantages of being an early mover?

HOW

Should we use an in-source, out-source or hybrid approach to develop our AV operations?

WHO

- Do I have all the technical and management expertise required?
- How do we get the support we need?

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...allot
 - 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

DEVELOPMENT

IMPLEMENTATION

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

- 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

- 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

133

131

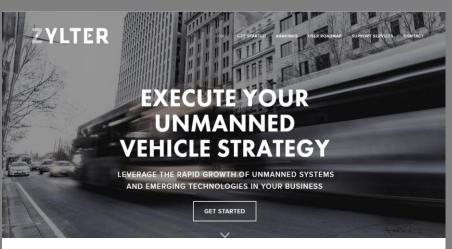
132



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

Email us at:

solution_design@zylter.com









DEVELOPMENT



Leverage Zylter's extensive expertise and Apply Zylter experience and expertise design network of innovation leaders to design the your tailored unmanned systems strategy based detailed business and market analysis. 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