

# A Finnish company specialized in automotive software quality assurance is looking for channel partners

## Summary

Profile type	Company's country	POD reference
<b>Business Offer</b>	<b>Finland</b>	<b>BOFI20230906008</b>
Profile status	Type of partnership	Targeted countries
<b>PUBLISHED</b>	<b>Commercial agreement</b>	<b>• World</b>
Contact Person	Term of validity	Last update
<a href="#">Noriko MITA</a>	<b>13 Oct 2023</b> <b>12 Oct 2024</b>	<b>16 Oct 2023</b>

## General Information

### Short summary

A Finnish software quality assurance company founded in 2015 has developed and patented a unique technology that models long-term stability of software systems. Automotive OEMs and Tier1s use it to discover and fix software defects early in the development process, well before fleet trials and customer deliveries, resulting in cost savings and higher product quality. The company wants to expand its international reach by locating new partners as value-adding resellers.

### Full description

The complexity of automotive software is increasing at a fast pace. As a result, OEMs and Tier1s face challenges ensuring software quality and long-term stability in their vehicles. Too often, defects are discovered late during fleet trials or even after customer deliveries, resulting in expensive fixing cycles, delays, increased costs, dissatisfied customers, and OEM brand erosion.

The Finnish company has developed a technology and related processes for analyzing software stability during its development phase. The technology models long-term stability and performance of device software: QA results that were typically available after months of usage on field are now available in a matter of days in laboratory conditions. The technology also identifies the root causes of found issues. This greatly reduces the length of product development cycles and costs, and moves QA focus left from fleet trials to analysis done in R&D laboratories.

These methodologies were first adopted by medical and smart device manufacturers, and they are now utilized also in the automotive segment. The technology is patented and based on the company founders' vast experience in the field of quality analytics prior to the company's establishment.

The company wants to expand its international reach by locating new partners as value-adding resellers of its technologies and services.

#### Advantages and innovations

The company's technology models long-term use of software in laboratory conditions. This is a novel approach to traditional QA processes where the focus is often on manual testing in the field. The company's in-house developed QA technology minimizes the number of human resources needed in QA processes and ensures consistent and extensive QA results in a shorter period of time.

By adopting the company's methodologies, automotive customers get the following benefits:

- Software defects are found and discovered early during the development process. Development cycles become shorter.
- Reliable QA data on long-term stability is available immediately by running the analysis in laboratory conditions, instead of waiting for fleet trials to start.
- Engineering teams can fix discovered issues immediately because the technology pinpoints their root causes. There is no need to reproduce issues.
- Management gets a 360 view of overall software quality and how it evolves over time. The risk of shipping immature software, dissatisfied customers, and brand erosion is lower.
- QA costs are reduced and they become more predictable.

#### Technical specification or expertise sought

#### Stage of development

**Already on the market**

#### IPR Status

**IPR granted**

#### Sustainable Development goals

• **Goal 9: Industry, Innovation and Infrastructure**

## Partner Sought

#### Expected role of the partner

The company is looking for a partner to act as a value-added reseller.

The partner should ideally have a good sales network within the automotive industry and have an existing customer

base of OEMs and Tier1s. The partner should also have expertise in software quality assurance and Android Automotive OS, with the capability to dispatch software engineers to customer premises when needed.

The partner will be responsible for the following activities:

- Promoting company solutions in the local market
- Leading the sales process in the local market and entering into agreements with customers
- Receiving customer payments and paying company their fees

The partner may sell company solutions as-is, or bundle them with partner's own solutions when applicable.

#### Type of partnership

**Commercial agreement**

#### Type and size of the partner

- **SME 50 - 249**
- **SME 11-49**
- **SME <=10**
- **Big company**

## Dissemination

#### Technology keywords

- **01004010 - Quality Management System**
- **01003016 - Simulation**
- **02009012 - Automotive engineering**
- **01003018 - User Interfaces, Usability**
- **01004016 - Analysis Risk Management**

#### Targeted countries

- **World**

#### Market keywords

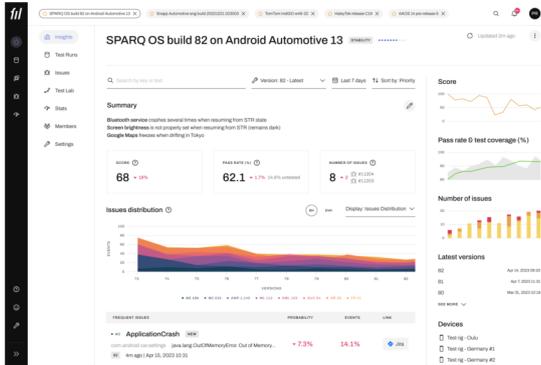
- **02007022 - Software services**
- **02007025 - Consulting services**
- **02007028 - Other software related**
- **02007024 - Programming services/systems engineering**
- **02007027 - Other software services**

#### Sector groups involved

- **Mobility - Transport - Automotive**

## Media

#### Images



[Automotive dashboard 2.0 Sparq OS](#)