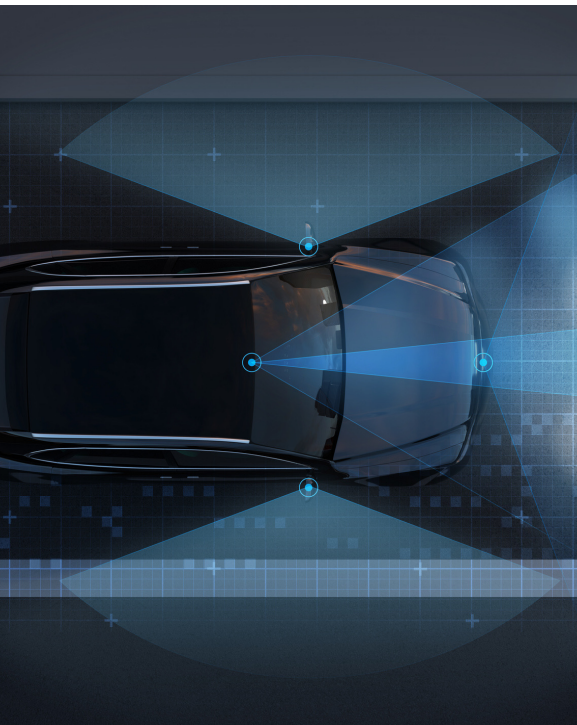


# Understand and implement requirements in product development faster and better

Confronted with the complexity of developing cutting-edge digital products, a German automotive manufacturer turned to RICO to streamline the requirement engineering (RE) process. RICO's AI-driven platform transformed the intricate web of customer requirements into a streamlined workflow, bolstered by the robust and secure infrastructure of Microsoft Azure.

This strategic step not only accelerated the development cycles, but also brought clarity about the requirements from both the customer's and the specialist department's point of view, which increased customer satisfaction and strengthened the company's competitive position.



## MHP – A Porsche Company

Customer (Name)

Country (Province)

Microsoft  
Partner



Gold Datacenter  
Gold Data Analytics  
Gold Cloud Platform  
Gold Application Integration  
Gold Collaboration and Content

**I/MHP**  
A PORSCHE COMPANY

# German Automotive Manufacturer | Microsoft Azure & Power Platforms

## Customer Challenges

Facing the complexity of developing digital products, our German automotive client needed to streamline the integration of diverse customer and departmental inputs into their development process. Their goal was to achieve a more agile workflow, reduce time to market, and enhance customer satisfaction.

They sought a solution that could handle extensive data analysis and foster agile responses to market shifts. Our collaboration aimed to meet these requirements with a tailored AI-driven solution, optimizing the journey from data collection to development.

## Partner Solution

Our company satisfied the needs of the automotive client by deploying RICO, our AI-driven analytics and requirements management platform, which streamlined their digital product development. RICO's machine learning algorithms, hosted on Microsoft Azure, allowed for seamless data processing, while Azure's cognitive services facilitated the intelligent parsing and interpretation of diverse data inputs.

By integrating with Microsoft technology, RICO leveraged the scalability and security of Azure, enhancing data management and collaboration across the client's departments. The primary benefit was a more agile development process with faster time to market for new digital features. Secondary benefits included improved data governance and compliance, thanks to Azure's robust infrastructure.

### AI-powered data analysis:

RICO uses artificial intelligence to efficiently analyze and interpret data, significantly reducing the time from data collection to decision making.

### Improved knowledge transfer:

RICO improves knowledge transfer within teams and between departments by making information structured and accessible, which promotes internal communication and collaboration.

### Automated requirements collection:

RICO automates the collection and documentation of requirements from various sources, increasing accuracy and reducing manual effort.