ASAM Guide:SIMULATION

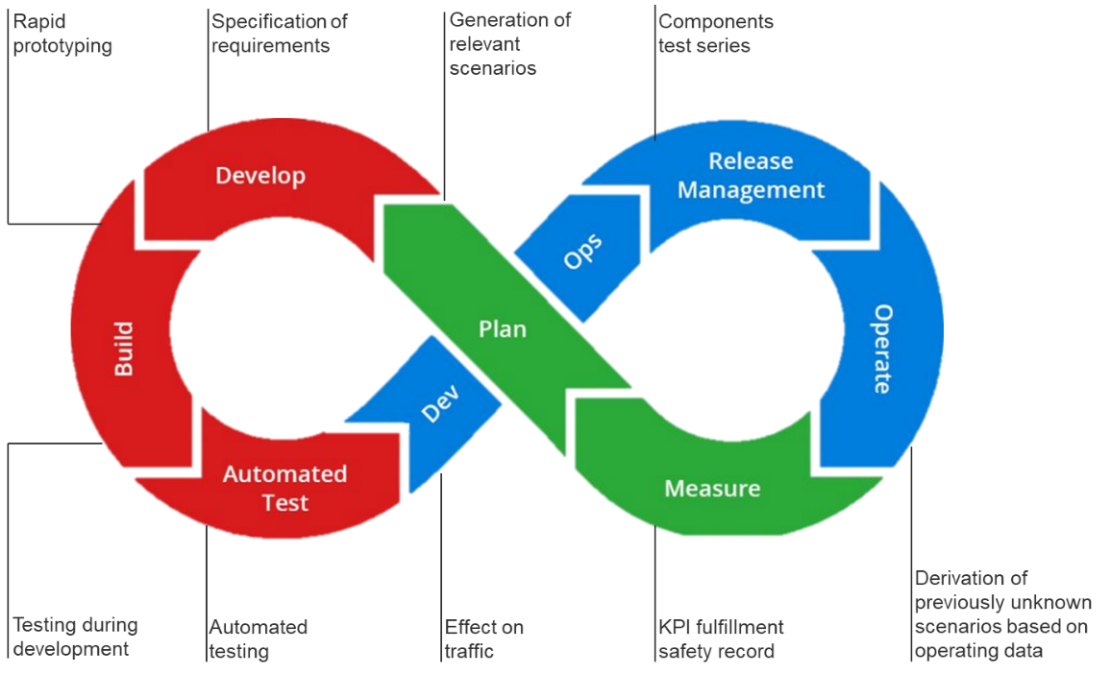
Submission of an Application Story

#### Deadline: Dec 04, 2020

Thank you for your consideration to submit an application story to ASAM.

For the ASAM Guide:SIMULATION, we seek use cases and stories describing how ASAM standards helped to overcome challenges in automotive development with a particular focus on simulation. This may involve the ASAM OpenX standards or other ASAM standards used in a simulation context. With your time and effort you don’t only support the ASAM organization but you also showcase your company’s expertise in the application of ASAM standards.

**To submit an application story, please consider the following requirements:**

* We are planning to structure the ASAM Guide according to the following rough process:   
    
  Please try to map your story to one or more of these process step(s) . If your application story does not fit into the system, please do not hesitate to submit your story anyway.
* Please focus the application story on how ASAM standards have supported and benefitted your workflow and how they have helped to overcome challenges.
* If possible, attach up to two pictures / screenshots / drawings / graphs (jpg or png) and a quote.
* The target group are experts in the area of simulation and automated driving development.
* Please follow the form below to structure your use case or adapt it to your needs.
* Do not exceed 7.500 characters (incl. spaces). This will result in a 2-pager in the brochure.
* Please avoid pure marketing pitches! This is a platform to promote the benefits of the standard technologies and how they benefitted your workflows or products.

**What happens to your Application Story after submission?**

Application stories will be reviewed before publication and a revision might be required. After your final consent, we will publish your story in the ASAM Guide:Simulation and on our website at [www.asam.net  
/application-stories/](http://www.asam.net/application-stories/). We may also use further marketing instruments to feature your story.

**Important:**

ASAM reserves the right to decide on the publication of the application story. In case of too many submissions, a committee will be formed to decide on the acceptance of the story.

**Submission:**

Please submit your application story as a word document. Pictures should be submitted as jpg or png. If you plan to use another format, please inform [dorothee.bassermann@asam.net](mailto:dorothee.bassermann@asam.net).   
**Submission is due by Dec 04, 2020 to** [**dorothee.bassermann@asam.net**](mailto:dorothee.bassermann@asam.net)**.**

**Information on the Submitter**

|  |  |
| --- | --- |
| Company: |  |
| Author: |  |
| Department: |  |
| Position: |  |
| Graph p. 1  My story fits to the following steps: |  |

**Structure**

In order to guarantee a consistent reader experience, we ask you to roughly follow the structure below. You may use the structure as a guidance, but feel free to adapt it where needed. Please do not exceed 7.500 characters (incl. spaces).

Part 1: Summary

* Challenge / Problem (1 - 2 sentences)
* Solution (1 - 2 sentences)
* Key benefits (1 - 2 sentences)

Part 2: Application Story

* **Description of the Situation**

Please describe involved companies, department, project, project environment, etc.

* **Initial situation / challenge(s) and problem(s) faced / motivation**

What were the reasons for starting this project? What had to be solved / optimized?

Please describe in a generic way, avoid technical details and specific terms.

* **Success strategy / solution**

Please describe in a generic way, avoid technical details and specific terms. Please point out the ASAM standard your solution is based on.

* **Challenges during the project**

Did you have expected or unexpected problems during the project?

* **Business Benefits**

Please avoid a technical description. If possible, use terms like “cost savings”, “time savings”, “gain of flexibility”, “increase of quality”, etc.

Part 3: Personal Quote

Please add a personal quote - if possible from a high ranking company representative or a client (incl. name and position / department). You can start your quote with: “I chose an ASAM based solution, because…” / “I support ASAM because…” / “ASAM provided me … which helped me with …” / etc.

For questions, please contact [dorothee.bassermann@asam.net](mailto:dorothee.bassermann@asam.net).

Thank you very much for your contribution.

Your ASAM team