
ASAM Guide:Simulation

Submission of an Application Story

Deadline: Dec 04, 2020

Thank you for your consideration to submit an application story to ASAM. We constantly seek use cases and stories describing how ASAM standards helped to overcome challenges in the automotive business. Right now, we are looking for use case stories featuring the ASAM Simulation Standards. 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.

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/. We may also use further marketing instruments to feature your story.

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

- Please focus the application stories 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.
- Target group: 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.

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.

Submission is due by Dec 04, 2020 to dorothee.bassermann@asam.net.

Information on the Submitter

Company:

Author:

Department:

Position:

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.
Thank you very much for your contribution.

Your ASAM team