

# Eggplant for Automotive – Elevator Pitch.

## Target Audience:



Head of Mobility Innovation



Head of Digital Products



Influencing roles:  
Digital Products Tester

## Quick Pitch

DAI enables end-to-end test automation to help you rapidly deliver new, in-vehicle infotainment technology features, perform comprehensive UX testing, and evolve testing as the next generation of autonomous vehicle technology emerges.

## Customer Benefits

- **Technology agnostic** approach will work on any software, system or device with a UI
- **The automation standard** Used by industry leading Automotive solution providers including BMW, and NIO.
- **True end-to-end** testing across multiple devices and systems including software, and instrument testing.
- **Test like a real user** eggplant can do anything a user can do in a connected vehicle

## Why eggplant

- One platform to fulfill Testing end to end from IVI to Mobile apps.
- Eggplant can add automation to your IVI system and free up time for your manual testers
- Recognized leaders in Test Automation by both Gartner and Forrester
- Proven across the Automotive industry
- Realize business value faster and improve ROI
- Customer Success to simplify and smooth implementation

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## PAIN POINTS

- Labor-intensive manual testing cycles and maintenance
- Testing interfaces difficult and time consuming
- Rich/layered graphical displays; dynamic maps, radio frequency changes, secure and challenging to connect to, and automate with traditional solutions
- Quicker release cycles

## SOLUTION CAPABILITIES

**Test Anything:** Eggplant can test across the wide array of systems and applications used in the Automotive industry, and also test the intricacies of connectivity with any device or operating system at any layer from the HMI, to ADAS to the V2X connections. Eggplant even has the ability to test a phone Bluetooth connection.

## CHALLENGER QUESTIONS

Our customer (BMW,NIO, Lamborghini) were facing challenges around....

- Automating multiple Automotive systems across multiple operating systems
- Automating rich, graphical Uis including navigation systems
- Automating not just the software but hardware in an end to end test.

.....Has that been a challenge for you? How have you dealt with that? Have you come across similar problems?

## Objection handling

Objection	Response
I need a solution that doesn't only test software but can also command Keysight Instruments	Eggplant can command Keysight instruments. Use cases such as testing the adjustment of radio frequency by a Keysight Instrument, and DAI validating whether the frequency has changed as expected and is displayed correctly to the customer.
I know you can test the mobile app and IVI, but we need to test the Bluetooth pairing between both for CarPlay.	Eggplant has full control of the device and can initiate Bluetooth, and understand if the communication between both is successful and functions, such as CarPlay are displayed correctly to the user.