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Driving Agile Excellence in Automotive: A SAFe® Transformation Story

EXECUTIVE SUMMARY

As part of a large-scale Agile transformation in the automotive industry, our team supported an Agile Release Train (ART) by guiding it through SAFe® practices. Acting in the role of SAFe® Release Train Engineer, we provided coaching, facilitation, and tooling expertise to establish a transparent, structured, and collaborative way of working across multiple teams.

CHALLENGE

The project environment was highly complex, involving several teams that needed to collaborate effectively within the same ART. One of the biggest challenges was ensuring alignment on priorities and dependencies while managing risks across different organizational layers. At the same time, collaboration had to be supported by digital tools, which were not yet being used to their full potential. Achieving both structured risk management and effective use of tooling while fostering smooth cooperation across distributed teams required targeted guidance and facilitation.

SOLUTION

To overcome these challenges, we applied a mix of facilitation, coaching, and tool optimization. Our activities focused on several key areas:

- Facilitating core ART events such as PI Planning, System Demos, and Backlog Refinement to ensure alignment and shared understanding.
- Coaching teams and leadership on SAFe® principles to strengthen Agile ways of working across the organization.
- Establishing structured approaches for dependency management and risk handling to reduce uncertainty and improve predictability.
- Enhancing the use of tools such as Jira, Confluence, iObeya to increase transparency and enable more effective collaboration.

VALUE DELIVERED

The benefits of this approach became visible quickly, both at the team and organizational level. The results can be summarized as follows:

- Stronger cooperation and alignment between teams within the ART.
- Greater transparency of priorities, progress, and risks, allowing leadership to take informed decisions more effectively.
- A structured, incremental way of working that enabled the organization to adapt flexibly to changing needs.
- More mature team performance supported by optimized use of Agile tooling.

Overall, the project significantly enhanced collaboration and business agility, demonstrating the value of structured facilitation combined with effective coaching and tools.

CLIENT

The client is one of the world's leading suppliers of automotive technologies, specializing in mobility, safety, and sustainability solutions.

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Enabling Agile Delivery of Telematics Units for a Client developing an Autonomous Mover

EXECUTIVE SUMMARY

Led the scaled Agile delivery of a Telematics Control Unit (TCU) for an autonomous mover, enabling real-time connectivity, remote control, telemetry, and diagnostic capabilities.
Served as Release Train Engineer, orchestrating alignment across hardware, software, and systems teams.
Simultaneously supported the software development team as Scrum Master, ensuring sprint delivery, backlog clarity, and quality practices in embedded system development.

CHALLENGE

The development of the TCU involved complex integration across multiple domains such as connectivity, power management, navigation, and security within strict safety, compliance, and time constraints.
Coordination was needed between distributed teams, evolving product requirements, and hardware-software dependencies.
Additionally, due to first-time agile adoption for most of the project members, adoption in early stages lacked rhythm, leading to misalignment in feature delivery and testing readiness.

SOLUTION

As RTE, introduced structured PI Planning, sync ceremonies, and a reliable cadence for system demos to align 8+ teams across regions.

- Improved backlog transparency and cross-team coordination.
- Integrated stakeholder feedback into planning cycles.
- Fostered DevOps adoption and embedded continuous delivery practices.

As Scrum Master, coached the software team to adopt Agile engineering practices, including test automation, DoD alignment, and iterative delivery.

VALUE DELIVERED

- Enabled reliable and secure vehicle connectivity by ensuring timely and coordinated delivery of critical TCU software features, such as data communication, remote control, and telemetry.
- Improved collaboration and delivery rhythm across software, hardware, and system teams by embedding Agile practices at scale, leading to smoother integration and fewer late-stage surprises.
- Accelerated product feedback cycles by institutionalizing system demos and stakeholder reviews, ensuring real-world user needs shaped product evolution.
- Enhanced product quality and maintainability through a shift toward built-in quality, improved DevOps pipelines, and clearer Definition of Done across teams.
- Fostered alignment on product vision and priorities, helping stakeholders make informed trade-offs and enabling the development teams to focus on high-impact, user-centric features.
- Supported team autonomy and accountability, leading to more predictable delivery, stronger team morale, and a culture of continuous improvement.

CLIENT
A global Tier-1 automotive technology group developing next-generation electric and autonomous mobility solutions.
The project focused on enabling connected vehicle intelligence for an autonomous urban mover platform, designed for public and private transportation in smart city environments.

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