

# Interview: Bernd Enser, Vice President Global Automotive, Sanmina and Chairman, ZVEI Technical Committee

Published in [www.automotiveworld.com/analysis/interview-bernd-enser-vice-president-global-automotive-sanmina-chairman-zvei-technical-committee/](http://www.automotiveworld.com/analysis/interview-bernd-enser-vice-president-global-automotive-sanmina-chairman-zvei-technical-committee/)

By **Rachel Boagey**, January 13, 2015

New and increasingly complex connectivity technologies being brought into the car offer many benefits to drivers and passengers. But it is imperative from a safety perspective that these technologies when introduced, are robust and reliable. Many believe that addressing the increasingly complex quality requirements in electronic vehicle systems can be guaranteed only by close co-operation along the entire supply chain.

Bernd Enser is Vice President, Global Automotive at electronics manufacturing services (EMS) company Sanmina, as well as being Chairman of global electronics industry association, the ZVEI Technical Committee.

Enser spoke to *Automotive World* about how both organisations focus on ways that OEMs can integrate new electronics, connectivity and safety features in cars without compromising the safety and security of the system itself.

**Sanmina is a global electronics manufacturing services provider which serves OEMs in technology-related industries such as communications and computer hardware. But what has led Sanmina to become involved in the automotive industry?**

Sanmina has in fact been in the automotive industry for over 20 years. We made the decision some time ago to focus the entire business on long term partnerships and innovation, and the automotive environment is a perfect fit to that service and is in line with our company's position. We have developed a deep technical background to support the automotive industry from a reliability perspective. Also, our knowledge on design for manufacturing to best benefit our customers when they talk about time to market.

**How can OEMs leverage EMS partners to gain a deeper knowledge of**

**integrating new electronic products, connectivity and safety features in cars?**

We understand the importance of providing each of our automotive customers with advanced technologies and the most advanced manufacturing processes and quality systems in the EMS industry in order to meet demand and stay ahead of the competition.

In the past, OEMs have focused on the vehicle itself and most of the electronic systems were purchased by them, with the development and manufacturing done at Tier 1 companies. However, there is now a certain change in the vehicle's infrastructure at the OEMs' side, as they try to leverage more into the electronics business to gain more knowledge and experience.

If OEMs do not incorporate electronic functions in the car onto a platform, there will be a huge variety of electronics, which makes sense from a functional point of view but not from a business and commercial perspective. EMS companies can benefit OEMs in this sense, with full knowledge of the automotive business from design until end-of-life management.

**What benefits do the services offered by Sanmina provide to automotive OEMs?**

Our emphasis on innovative technology, quality and end-to-end supply chain services provides a complete solution for OEMs that reduces costs and simplifies supply chains. We understand the specific quality requirements of the automotive industry and have incorporated stringent manufacturing and quality procedures based on lean manufacturing, Six Sigma and zero defect initiatives. Plus, our experience in Product Part Approvals (PPAPs) and Design Failure Mode and Effects Analysis (DFMEA) has assisted our automotive customers in optimising their

designs right from the beginning of each programme.

How can the automotive industry leverage an EMS company's experience in the design and development process?

Sanmina has established a service model where we can engage with a customer or partner wherever they are in the design or product life-cycle, and adapt a certain interface to help them move from that stage to getting a product developed which meets regulatory, technical, performance and environmental requirements. One way to leverage an EMS company's experience is to request what we call Design for Manufacture and Test analysis services.

Concurrent engineering utilising such techniques can save multiple product design iterations. This ultimately speeds time to market and results in a more efficient supply chain throughout the product lifecycle.

**You recently drew attention to recommendations for the automotive industry in your position at ZVEI in relation to automotive cyber security. What are your main recommendations in this instance?**

The mission is to make all that connectivity within the car safe against cyber criminals as well as being reliable over the lifetime of the car. The automotive cyber security debate is still very new, and the main aim of the ZVEI Technical Committee is to take a technical possibility such as connectivity and develop white papers on how to implement that new technology in a safe and reliable manner. For example, sometimes there is a need for the industry to use non-automotive components in automotive safety applications. In these cases we are developing a concept of how to deal with such a challenge, respecting existing rules and experience while enabling increased functionality or safety.