



Press Release

## **Automotive: mm1 and CETECOM Sign Cooperation Agreement**

*Stuttgart/Essen, Germany, 29. July 2014* – mm1, the consultancy for Connected Business, and CETECOM, known as a leading test laboratory in the information and communication technology industry, have signed a cooperation agreement to work together in the automotive market. Organizations that aim at the Connected Car opportunity will benefit in the future from consulting and testing services provided from a single source.

With the cooperation agreement, mm1 and CETECOM want to bring together their complementary services in the Connected Car area, and, where appropriate, serve customers of both companies in unison.

The cooperation encompasses V2X communication, smartphone-to-car connection, bus systems and data transport, driver assistance systems, automotive backend systems along with data connectivity to cellular networks for vehicles. The combined service offering is meant for automotive OEMs and suppliers, the transport & logistics industry, road and regulatory authorities, as well as mobile network operators and manufacturers of network equipment.

"Connected Business is at the heart of what we do. Our consulting services range from operative development and implementation support to top management & strategy consulting" states Volker Scholz, Managing Partner at mm1. "With CETECOM as our partner, we can now extend our service portfolio to include quality assurance and testing for networked components that meet automotive standards."

"CETECOM is known as a leading test laboratory in the ICT industry and recognized worldwide. As an accredited test laboratory, we offer hardware and software testing and certification services that allow our customers to shorten their time-to-market" says Bjoern Bunte, Director Business Development CETECOM. "With mm1 as our cooperation partner, we are expanding our reach to customers in the Connected Car field. Also, we are increasing our portfolio of high-quality consulting services for product conception and product design along with implementation management."

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**About mm1**

mm1 is the consultancy for Connected Business. With currently fifty consultants, mm1 supports large companies in successfully translating the ubiquitous interconnection of people and things into new offerings and efficient processes. mm1 facilitates the development, implementation, and marketing of new products and services that cater to an increasingly digital world. Future of Communications, Mobile Payment, Connected Car and Smart Home illustrate some of the firm's focus areas. Consulting services offered range from answering strategic questions to ensuring efficient operational implementation, from designing new business models to adapting existing processes and structures. mm1 creates impact for their clients through applying state-of-the-art methods in innovation and transformation initiatives. These include design thinking to ensure consistent user orientation, strategic partnering to set-up and foster vibrant ecosystems, agile development to improve new product delivery. Renowned companies from the telecommunications, media, consumer electronics, financial services and automotive industries are among the customers of mm1. The company was founded in 1997 and is headquartered in Stuttgart. For more information, please visit [www.mm1.com](http://www.mm1.com).

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**About CETECOM**

CETECOM ([www.cetecom.com](http://www.cetecom.com)) is renowned as neutral, experienced partner of the telecommunications and information technology industries and offers a unique service portfolio which covers the entire life cycle of a mobile communications product, contributes to the smooth running of products and applications and ensures that they meet international standards.

CETECOM's portfolio includes consulting and training, development of test solutions, validation services, testing in accredited laboratories (LTE, WCDMA, GSM, Application Enabler, Mobile Payment, OTA Performance, and EMC), field trials, battery testing, certification, and approval handling.

Being a member of numerous specialist bodies, CETECOM is also actively involved in the development and standardisation of global specifications for future technologies.

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