

# ANACOM

## New Distributor Brings dSPACE Closer to Brazilian Customers

Since November 2008, Brazilian companies interested in dSPACE products have a new partner: ANACOM Eletrônica Ltda. The company has over twenty years' experience in distributing development tools, and provides engineering services and training for its customers. Rafael Sorice, Sales & Marketing Manager, and Luigi Lauro, Project Manager for Services & Training, give insights into the company.

### *How was ANACOM founded?*

**Rafael Sorice:** Carlos E. Lion, an electrical engineer with broad experience in aerospace and the computer industry, founded the company in 1989. He is now ANACOM'S President and CEO.

### *How has the company evolved since then?*

**Rafael Sorice:** We began by developing custom electronic products, which we completely manufactured on our own, from designing the circuit board to generating the microcontroller code. We also marketed CAE/CAD tools for the electronics industry. We continuously expanded our distribution services. Five years ago, in response to high demand, we started providing project engineering and training. This is how we grew from 3 employees at the beginning to 70 employees now. We aim to expand service and consultation activities in

the near future, until they make up 50% of our turnover. We give our customers individual support, and to be closer to more of them, we opened an office in Chile five years ago. Further offices in Peru and Columbia are planned.

### *What kind of companies come to ANACOM?*

**Luigi Lauro:** We work in the automotive, aerospace, and military sectors, and for companies who require custom electronics or product training. Our customers include automotive OEMs like General Motors, Volkswagen, Volkswagen Truck, FIAT; suppliers like Delphi, Magneti Marelli and BOSCH; and the world's third largest aircraft manufacturer, Embraer.

### *What products do you have in your portfolio?*

**Luigi Lauro:** We offer solutions for developing embedded systems and

for automation technology (electronic design automation, EDA). We work very closely with major tool suppliers. So we're particularly pleased to have acquired dSPACE as a partner.

### *What services do you offer your customers?*

**Luigi Lauro:** Our engineering team gives our customers total support, from the beginning of a project to its successful implementation. For example, we developed an automated control system for a refinery, supporting the project from the initial design, through the entire hardware and software development process, to final completion.

### *Why did you choose dSPACE?*

**Luigi Lauro:** dSPACE is the right partner for us to forge closer links with the automobile industry. We talked to dSPACE customers in Brazil, who

*Luigi Lauro and Rafael Sorice, from ANACOM's management team.*

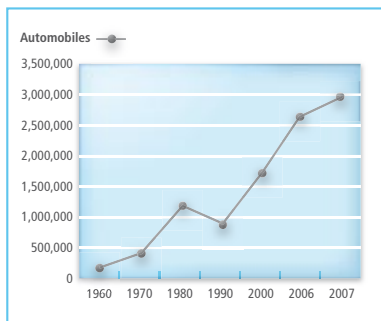
gave us impressive answers when we asked how dSPACE solutions support them in their work. We had comprehensive HIL training at dSPACE's headquarters in Paderborn, where we saw the benefits of this technology for ourselves.

#### *How do you see Brazil's economic future?*

**Rafael Sorice:** The Brazilian economy has developed extremely positively. Trade surpluses and reduced vulnerability to external shocks, low inflation, improved public finance, a reduced risk premium, accelerating economic growth that generates jobs, and institutional reforms – these have all been achieved in the last five years.

Economic stability and inflation control are greatly reducing poverty. The percentage of foreign capital in national investments has risen notably. Brazil is the world's tenth largest economy, with a gross domestic product of approx. US\$ 1,400 billion in 2007. Major OEMs such as Volkswagen, General Motors, PSA, FIAT, SCANIA, Mercedes-Benz Trucks, Volkswagen Trucks, Toyota and Honda chose Brazil as the location for their South American research and development facilities.

We're convinced that Brazil's economy will go on booming!



*Automobile production in Brazil.*



#### *What does the automobile market look like in Brazil, and are there any technological specialties?*

**Rafael Sorice:** Two major innovations are the ethanol and flexi fuel systems. Some suppliers are already on the third generation of their systems. The Brazilian automobile market is booming, and OEMs are launching more new cars: Last year there were over fifty new models and accessories. This had never happened before. Local engineering is very alive, creative, competent, and very cost-effective. This explains the numerous technological development centers, all working on solutions to meet the domestic demand. We see that a lot more electronic components will be incorporated into cars, and there is great potential in ECU development. Brazil is in a new situation: Formerly, cars were launched in the US and Europe and arrived here years later. Now OEMs will be much quicker to present innovations in Brazil. One particular challenge is the high tax that Brazilians pay on cars, about 36% of the final value. We expect this will change, because it is a barrier to introducing new technologies.

#### *What are dSPACE's chances on the Brazilian market?*

**Rafael Sorice:** dSPACE has excellent chances of expanding its market share here. Time and costs are the major difficulties facing ECU testers, and HIL simulation will definitely fill

a gap. Experimental engineering now plays a vital role in Brazil, and more investments in modern laboratories and specialized people are needed. ANACOM is ready to meet this need, and will support its customers with advice and technical training.

*Thank you for talking with us.*

## Profile of Brasil

**Population:** ca. 190 million (2008)

**Gross domestic product (GDP):** US\$ 1,400 billion (2007)

**GDP composition:** 64% services, 30% industrial production, 6% agriculture

**Automobile production (2007):**

2,797,321 passenger cars, 175,501 commercial vehicles (source: VDA)

**Automobile market:**

With approx. 14% growth in total automobile production, Brazil was the fastest growing automobile market after China in 2007.

Brazil is also the largest market for ethanol products. Approx. 70% of the cars in Brazil are prepared for flexi fuel operation, which switches between gasoline and ethanol combustion.

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