Preh – PASSION FOR EXCELLENCE

[4]PEP at Preh – optimizing data continuity and integrity in the product development process

Preh GmbH is an internationally active automotive supplier with over 100 years of experience in the electronics industry and more than 40 years of automotive expertise. As part of the Joyson Electronics Group, Preh combines high-tech expertise with a global presence and cost efficiency. The company focuses on innovative solutions in e-mobility and HMI (Human-Machine Interface) for passenger and commercial vehicles, serving leading OEMs worldwide. ***[4]PEP Product Structure and Variant Management*** ensures end-to-end data continuity, a centralized single source of truth (SSOT), and efficient management of complex product structures.

COMPANY

Preh GmbH

- locations: Bad Neustadt a. d. Saale (Germany), in 7 countries worldwide
- industry: Automotive supplier
- products: HMI systems, displays and e-mobility components
- revenue: € 1.477 billion (2025)
- employees: 6,000 worldwide (2025)
- www.preh.com

*"With the ILC solution, we have taken a decisive step toward **end-to-end data continuity** and a centralized **single source of truth**. It helps us efficiently manage complex product structures and sustainably **improve our product development process**."*

FRANK HEBENSTREIT
IT Project Manager for
PMO & Cross Applications

CHALLENGES

- ensuring consistent data continuity and integrity
- avoiding redundant or inconsistent data
- managing complex product structures and variants
- integrating heterogeneous systems (PLM, CAD, ECAD, costing tools, SAP)

HIGHLIGHTS & CUSTOMER BENEFITS

- implementation of [4]PEP as a central hub for product and variant management
- **SSOT for product, project, and variant information**
- integration of relevant systems (3DEXPERIENCE, EDM, SAP PLC)
- automated transfer of bill of materials and cost data
- **increased efficiency** through automated, standardized processes
- reduced manual effort
- **higher transparency** and traceability of changes
- compliance with **automotive standards** (e.g., SPICE, IATF)

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