gocious

Driving the Future of Automotive Product Strategy

Smarter Planning for a Cyber-Physical Future

We live in a cyber-physical economy, where transforming complex, platform-based products from physical to digital isn't optional—it's essential for survival.

Gocious makes this transformation seamless.

Our Roadmap Intelligence platform empowers hardware and software teams—working at different speeds—to align, plan interconnected feature launches, and accelerate product evolution. By fostering collaboration, we help automotive teams adapt to market changes with speed and precision.

As systems grow more complex, leading product teams recognize the urgency: interfaces and dependencies must be tracked and updated more frequently than ever. A single software feature must now be compatible with hardware and operating systems.

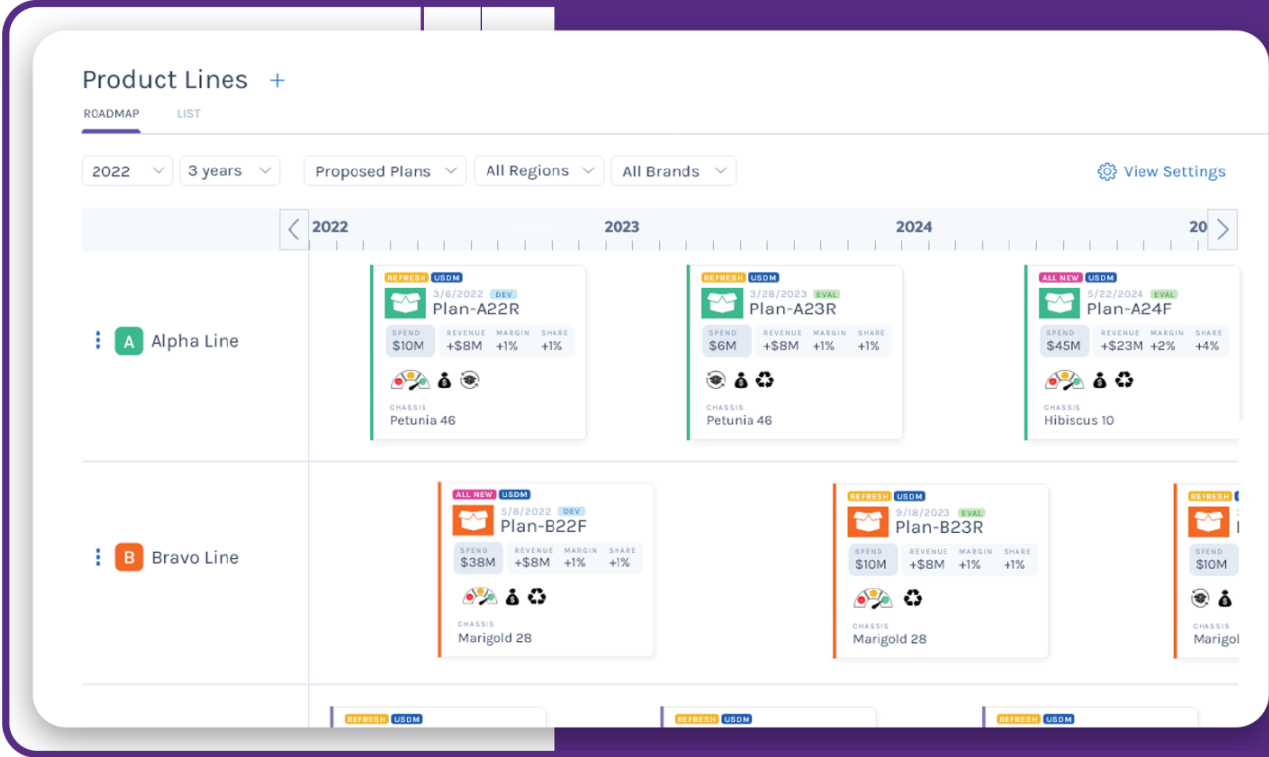Gocious powers confident decisions in every phase of product delivery.

Innovation waits for no one.

Your customers expect more, faster. Product managers can't afford to wait years to deliver new automotive solutions—they need tools that keep pace.

Gocious helps you prioritize customer needs incrementally—translating Voice of Customer into action.

With powerful Product Portfolio Management technology and dynamic roadmaps that link needs to projects, Gocious guides design and engineering teams in real time—keeping them flexible, aligned, and always moving forward.
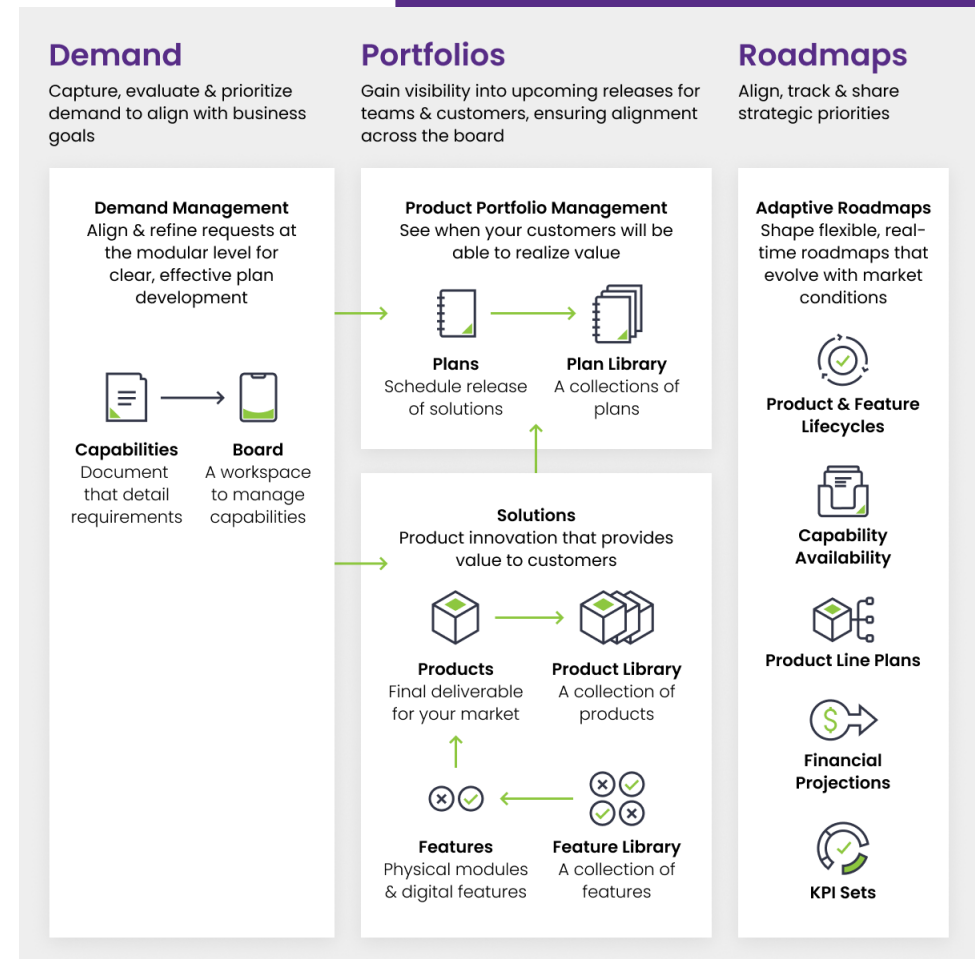
The Gocious Model

One platform to manage the lifecycles of diverse features—physical, digital, or a blend of both—within a framework built for the complexity of modern vehicles.

BRIDGE THE PHYSICAL-DIGITAL DIVIDE WITH REAL-TIME AGILITY

1. **View Your Entire Product Ecosystem**
Gain a comprehensive view of dependencies between hardware and software—including physical features (*e.g.*, engines, transmissions) and digital features (*e.g.*, software updates)—ensuring alignment across development timelines and compatibility.

2. **Leverage Adaptive Portfolio Planning**
Centralize your product data to take a more strategic approach to managing your portfolio—one that emphasizes flexibility, responsiveness, and alignment with shifting business priorities and market conditions.

3. **Track Digital & Physical Features**
Changes to digital features, such as software epics, are synced with their corresponding physical systems—reducing the risk of misalignment.

4. **Adapt to System Complexity**
Cyber-physical products require frequent updates to ensure hardware, software, and operating systems function cohesively. Gocious streamlines dependency management, making it easier to adapt quickly and avoid system fragility.

Demand
Capture, evaluate & prioritize demand to align with business goals

Demand Management
Align & refine requests at the modular level for clear, effective plan development

Capabilities
Document that detail requirements

Board
A workspace to manage capabilities

Portfolios
Gain visibility into upcoming releases for teams & customers, ensuring alignment across the board

Product Portfolio Management
See when your customers will be able to realize value

Plans
Schedule release of solutions

Plan Library
A collections of plans

Solutions
Product innovation that provides value to customers

Products
Final deliverable for your market

Product Library
A collection of products

Features
Physical modules & digital features

Feature Library
A collection of features

Roadmaps
Align, track & share strategic priorities

Adaptive Roadmaps
Shape flexible, real-time roadmaps that evolve with market conditions

Product & Feature Lifecycles

Capability Availability

Product Line Plans

Financial Projections

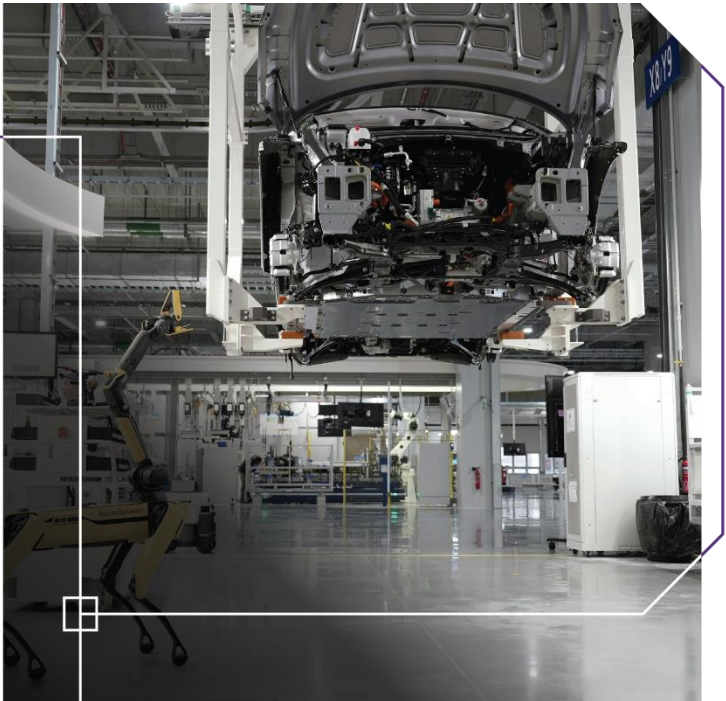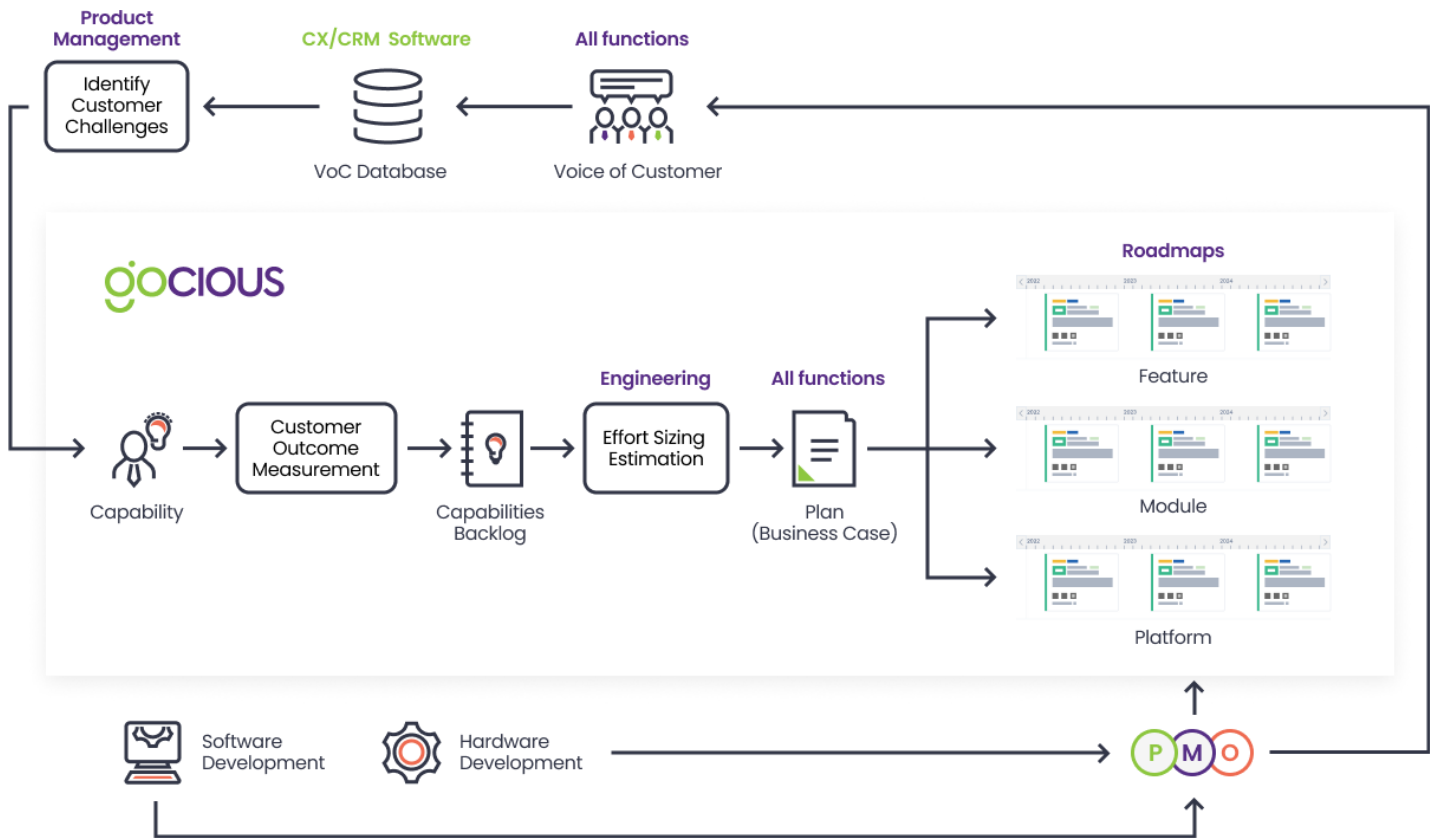**KPI Sets**

Bringing it all together

Gocious for Automotive Manufacturers

■ **Platform Standardization & Flexibility**

Define features shared across product lines to ensure consistency—while still enabling customization for specific models or market segments.

■ **Support for Divergent Development Cycles**

Synchronize hardware's longer development timelines with software's agile sprints, bridging the gap between traditional and modern workflows.

■ **Portfolio Visibility Across Regions**

Gain insight into product performance and development across global regions—ensuring consistency and compliance with local automotive standards.

■ **Dependency Tracking for Complex Systems**

Map and monitor dependencies across hardware (*e.g.,* powertrains, chassis) and software (*e.g.,* firmware, connectivity), ensuring seamless integration.

■ **Strategic Long-Range Planning**

Plan across multiple model years with timeline-aware roadmaps, scenario planning, and dependency insights. Teams can anticipate future platform needs, align investments, and adapt without sacrificing speed or flexibility.

■ **Real-Time Change Management**

Track feature availability, regulatory updates, and change requests instantly—keeping engineering, production, and supply chain teams aligned.

Customer-centric Innovation for Cyber-Physical Systems

Gocious provides a centralized repository for capturing customer feedback (Voice of Customer) and aligning it with cyber-physical product roadmaps. This ensures that customer needs are prioritized and addressed iteratively.

MODERN DEMAND MANAGEMENT

- Customer needs are quantified and mapped directly to specific product features or updates—enabling faster delivery of value through iterative releases.
- Driver feedback can inform both hardware enhancements (*e.g.*, improved cabins) and software innovations (*e.g.*, upgraded user interfaces).
- Customer satisfaction can be linked to the adoption of cyber-physical systems—demonstrating tangible value from digital transformation.

Adopting the Product Mindset

Read AGCO's Success Story

> "Gocious gives us clarity—connecting our product vision to plans, customer needs, and development teams. We know exactly how everything comes together."

Vinicius Alvim
Vice President, Global Product Management, AGCO

Fact Sheet

The Gocious Advantage Guide

The Gocious Advantage: Accelerating Digital and Cyber-Physical Product Strategies

Get the Resource

Guide:

The Automotive Product Manager's Playbook: Driving Innovation with Adaptive Roadmaps

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