

# Daiichi Elektronik Turns Compliance into a Growth Engine with Codebeamer

How Daiichi Elektronik accelerated delivery, boosted quality and fuelled innovation in automotive electronics.



Daiichi Elektronik Sanayi ve Ticaret A.Ş., headquartered in Istanbul, is a leading Turkish automotive electronics company specializing in infotainment systems and electronic control units. As a Tier 1 supplier, Daiichi Elektronik serves global OEMs including STLA, Ford, IVECO, Volkswagen and TOGG, Turkey's national electric vehicle brand. With approximately 180 employees across R&D centres in Bursa, Ankara, and Gebze, Daiichi Elektronik has built a reputation for innovation, reliability and compliance excellence.

## Challenge: Changes, compliance and complexity

In 2018, Daiichi Elektronik faced a fundamental shift in the automotive supply chain as major OEMs began internalizing the development of complex electronic systems, a function traditionally outsourced to Tier 1 suppliers. This trend posed a direct threat to Daiichi Elektronik's business model, while the rise of software-defined vehicles introduced hyper-performance computer demands, requiring post-purchase updates and rapid feature delivery. These changes placed unprecedented pressure on Daiichi Elektronik to adapt quickly and maintain its competitive edge.

At the same time, compliance requirements intensified. Projects with new car manufacturer Stellantis mandated ASPICE 3.1 Level 2 certification, the automotive industry benchmark for bestpractice software development and process improvement. This demanded an evolution of Daiichi Elektronik's software development processes and infrastructure. Combined with the complexity of standards such as ISO 26262, these requirements underscored the need for a more robust and integrated approach to product development.

Time-to-market pressures compounded these challenges further, as Daiichi Elektronik needed to coordinate engineering teams across Turkey, Italy, India, and China while maintaining high levels of quality and safety. Global collaboration, compliance mandates, and OEM inhouse development collectively highlighted the urgent need for a streamlined, future-ready lifecycle management framework. This realization became the catalyst for Daiichi Elektronik's adoption of a more integrated digital ecosystem to safeguard its role as a trusted Tier 1 supplier.

"Our industry is evolving rapidly. The complexity of standards like ASPICE and ISO 26262, combined with the pace of innovation, meant we had to rethink our entire digital development ecosystem or risk falling behind in both compliance and delivery," said Dr. Emrah Yürükü, R&D Director at Daiichi

## Solution: A digital backbone and single source of truth

To address these challenges, Daiichi Elektronik adopted PTC's Codebeamer Application Lifecycle Management solution as its foundational platform. The system provided end-to-end traceability, rigorous requirements management and seamless integration with automated test frameworks, giving Daiichi Elektronik the structure it needed to manage complex, safety critical projects.

Working closely with an ASPICE advisor, the company implemented a fully compliant framework in under a year. Codebeamer's flexibility allowed Daiichi Elektronik to customize templates to incorporate cybersecurity and functional safety modules, while strategic partnerships, further strengthened its technological foundation and ensured alignment with cutting-edge System-on-Chip developments.

Key features within Codebeamer, such as versioned traceability, integrated test management, and advanced collaboration tools, enabled Daiichi Elektronik to track changes precisely, streamline both automated and manual testing, and break down silos between engineering and quality assurance teams. These capabilities allowed the company to align its global workforce, maintain compliance and accelerate delivery cycles, reinforcing Daiichi Elektronik's position as a resilient and innovative Tier 1 supplier.



## Benefits: Growth fuelled by compliance and innovation

By embedding Codebeamer ALM into its digital development ecosystem, Daiichi Elektronik has successfully navigated industry disruption, strengthened compliance and accelerated innovation. The company's commitment to quality and safety, supported by strategic partnerships and modern tools, ensures it remains a leading force in automotive electronics, delivering advanced infotainment systems and ECUs to OEMs worldwide.

The adoption of Codebeamer delivered measurable improvements across Daiichi Elektronik's operations. Volkswagen formally recognized Daiichi Elektronik for process excellence, commending their proficient use of Codebeamer in achieving "best for software processes" status.

Enhanced traceability ensured complete coverage of requirements, designs and test cases, strengthening compliance with safety standards. Streamlined workflows reduced bureaucracy, enabling Daiichi Elektronik to complete implementation tasks in two months compared to competitor timelines of up to a year. Advanced defect tracking improved product reliability, catching issues earlier in the lifecycle and directly enhancing quality.

"Our ability to deliver faster, with greater accuracy and reliability has been transformative. Codebeamer not only supports compliance but also drives efficiency and quality across our projects," said Yürüklü. "We reported a 6.11 percent increase in our net sales revenue in 2024, despite a dip in net profit margin. We see Codebeamer as a long-term enabler of our growth. We turned regulation into resilience and speed into competitive edge. As we expand into new areas like cybersecurity and functional safety, the platform will continue to provide the structure and flexibility we need to succeed."

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**Codebeamer has become our digital backbone. It has given us the flexibility to tailor processes to our needs while maintaining compliance. By integrating our toolchain and automating test workflows, we created a single source of truth that supports both innovation and safety.”**

Dr. Emrah Yürüklü, R&D Director at Daiichi



## Partner Spotlight: 9 Altitudes

9 Altitudes supported Daiichi by configuring and optimizing the Codebeamer platform to ensure full compliance with ASPIKE and ISO 26262 standards. Through expert consulting and process alignment, the team enhanced development efficiency and elevated overall process maturity.

## Looking Ahead: Driving the next wave of growth

Daiichi Elektronik plans to expand its use of Codebeamer to further enhance its development capabilities. Future initiatives include strengthening cybersecurity management to meet evolving automotive standards, achieving full audit compliance for functional safety processes and implementing advanced metrics for continuous process monitoring. The company aims to reach ASPICE Level 3, reinforcing its position as a trusted Tier 1 and Tier 2 supplier in the global automotive ecosystem.

"Our journey to ASPICE Level 3 is about more than certification — it's about setting the standard for the industry," concluded Yürükü.

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## Results

- **Compliance excellence** – ASPICE and ISO 26262 standards met with confidence
- **Industry recognition** – Praised by car manufacturers as "best for software processes"
- **Total traceability** – Requirements, designs and tests linked seamlessly end-to-end
- **Speed advantage** – Delivery cycles cut from one year to just 60 days
- **Quality boost** – More defects caught early, stronger product reliability at launch
- **Revenue growth** – 6.11% sales increase in 2024 despite margin pressure
- **Strategic partnerships** – Stronger ties with Qualcomm to fuel innovation

## Customer Quick Facts | Daiichi Elektronik

<b>Industry</b>	Automotive
<b>Employees</b>	180
<b>Headquarters</b>	Istanbul, Turkey
<b>PTC Products</b>	Codebeamer
<b>Website</b>	<a href="http://daiichi.com">daiichi.com</a>