



What our customers taught us about AI

The Cost Measure Ideator journey, from proof
of concept to product

Mitchell Morgan · Customer Engagement Manager, A2MAC1

Decode the future

From AI PoCs to AI products: learnings from A2MAC1 AI journey



A good demo can still be a bad product



AI cannot reliably infer what your data never captured



How much AI does your AI product actually need?



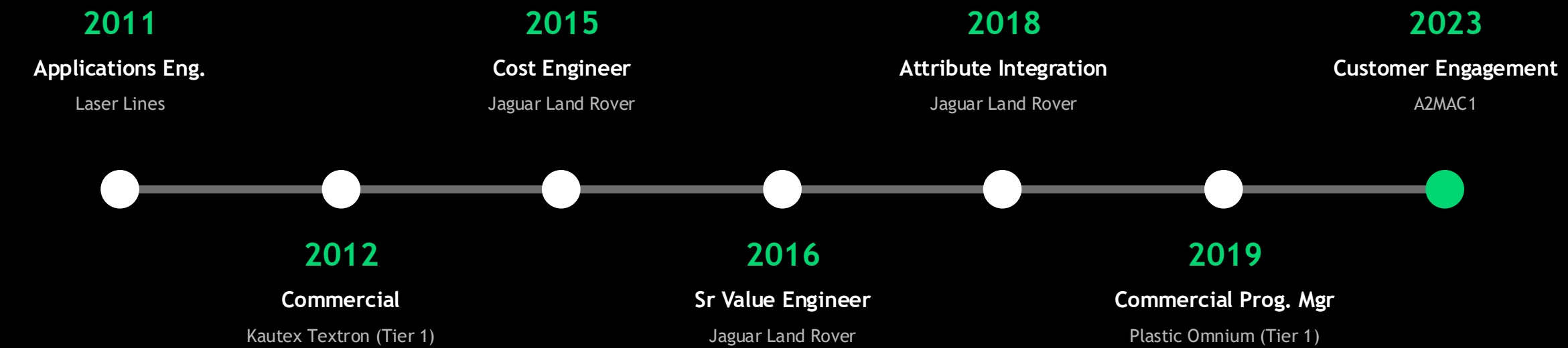
Data moat → Expert review moat



Measure the outcome, not only activity

Why me? | We have a lot in common

15 years in cost, value and commercial roles: OEM, Tier 1 and benchmarking



I've spent 15 years building cost and engineering comparisons in Excel and Powerpoint. I was always going to be this tool's harshest customer.



The handover | It worked. Then customers used it.

Natallia: zero to proof of concept

AI + A2MAC1 teardown data = cost measure ideas in minutes

Me: proof of concept to product

Real users, real parts, real (very honest) opinions

*Nobody cares how the pianist practiced.
Today, I'm going to show you the practice.*

CMI

First contact

Our first OEM trial partner gave their verdict before the trial began



“Not ready to demo or trial.”
“Not mature enough for independent use.”

What we did

Guided 4-week trial, 5 users. We drove, they judged, idea by idea.

Lesson 1

Set realistic expectations about maturity before the demo, not after they’ve seen it.

We didn't wait for the product to be ready to listen. Listening is how it got ready.

CMI

Keep or kill?

Three real CMI ideas from customer trials. Hands up if you'd send it to your engineers.

Idea A

Delete the first-row reading light

The benchmark SUV only has a second-row light

KILL

Data artefact: the light exists, it's just filed elsewhere

Idea B

Switch POM to PP

Other OEMs use the less expensive polymer for this part

KEEP

Real find: led to a line-by-line review of every POM part

Idea C

Reduce the hinge count

The benchmarks use fewer hinges

KILL

Teardown records changed granularity, not the hinges

CMI found a cost saving. Unfortunately, it was in the data, not the car.



What we heard

56 pieces of feedback from 16 customers came down to four messages

WHAT WE CHANGED

Expert-written rules; reject an idea with a reason

WHAT WE CHANGED

New loader, saved vehicle lists, new filters

WHAT WE CHANGED

More fastener measures + fastener images

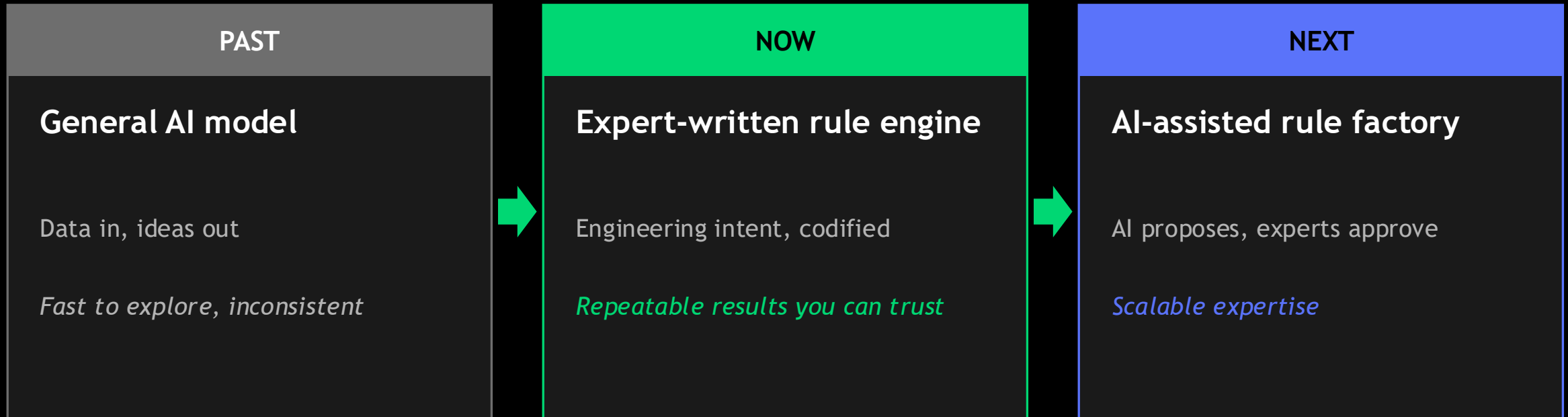
WHAT WE CHANGED

System-level measures; xEV and BIW on the roadmap

CMI

From prompting AI to codifying expertise

The biggest change wasn't a feature

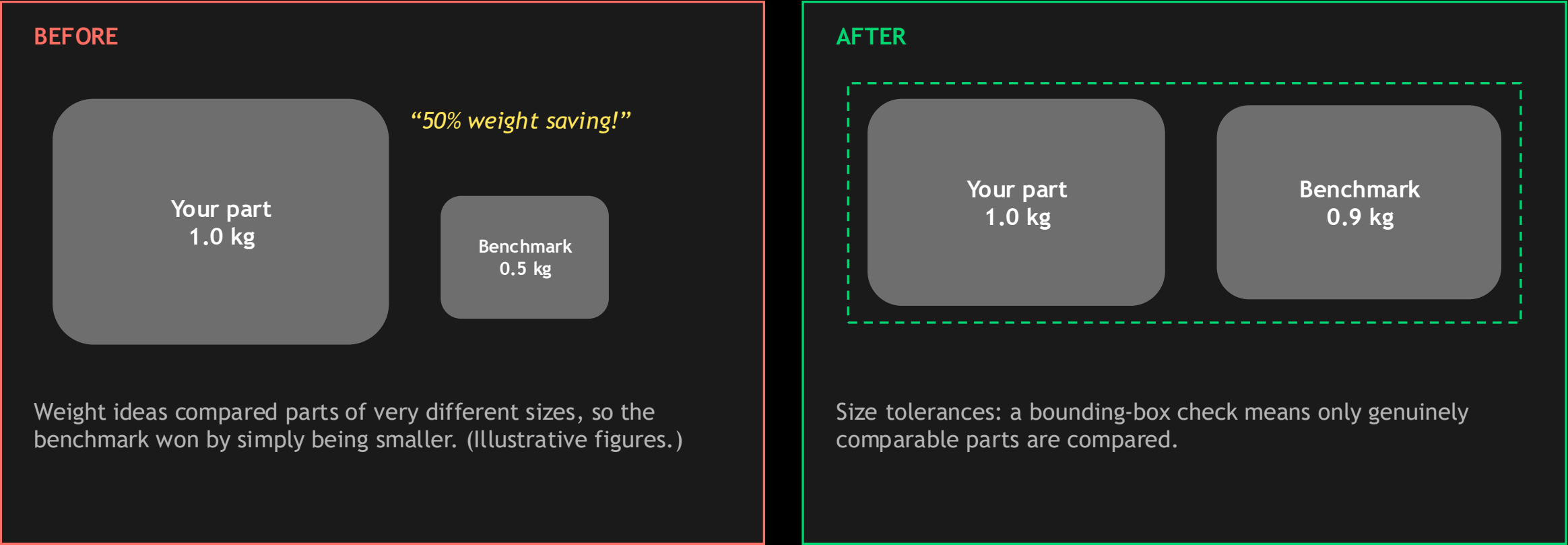


Rejecting an idea takes seconds. Generating fewer bad ones took a few months

CMI

Like for like

Weight ideas now only compare parts of similar size



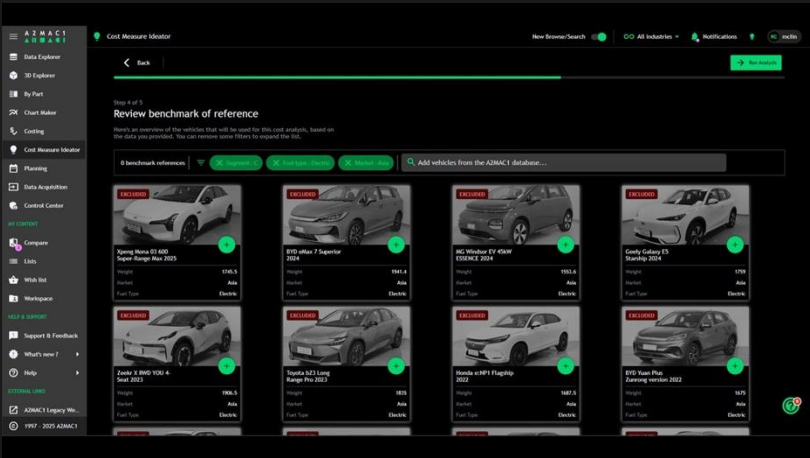
“Before: comparing a door trim to what was, technically, also a door trim.”

CMI

Finding the right cars

Customer feedback enacted by the end of the trial (5 weeks)

BEFORE



First trial: duplicated filter values, vehicle lists that had to be scrolled to load, too many cars per search.

Finding the right cars

Customer feedback enacted by the end of the trial (5 weeks)

BEFORE

A 2 M A C 1

Data Explorer

3D Explorer

By Part

Chart Maker

Costing

Cost Measure Ideator

Planning

Data Acquisition

Control Center

MY CONTENT

Compare

Lists

Wish list

Workspace

HELP & SUPPORT

Support & Feedback

What's new ?

Help

EXTERNAL LINKS

A2MAC1 Legacy We...

© 1997 - 2025 A2MAC1

Cost Measure Ideator

New Browse/Search

All Industries

Notifications

mcin

Back

Run Analysis

Step 4 of 5

Review benchmark of reference

Here's an overview of the vehicles that will be used for this cost analysis, based on the data you provided. You can remove some filters to expand the list.

0 benchmark references

Segment : C

Fuel type : Electric

Market : Asia

Add vehicles from the A2MAC1 database...

EXCLUDED

Xpeng Mona 03 600 Super-Range Max 2025

Weight1745.5

MarketAsia

Fuel TypeElectric

EXCLUDED

BYD eMax 7 Superior 2024

Weight1941.4

MarketAsia

Fuel TypeElectric

EXCLUDED

MG Windsor EV 45kW ESSENCE 2024

Weight1553.6

MarketAsia

Fuel TypeElectric

EXCLUDED

Geely Galaxy E5 Starship 2024

Weight1759

MarketAsia

Fuel TypeElectric

EXCLUDED

Zeekr X RWD YOU 4-Seat 2023

Weight1906.5

MarketAsia

Fuel TypeElectric

EXCLUDED

Toyota bZ3 Long Range Pro 2023

Weight1835

MarketAsia

Fuel TypeElectric

EXCLUDED

Honda e:NP1 Flagship 2022

Weight1687.5

MarketAsia

Fuel TypeElectric

EXCLUDED

BYD Yuan Plus Zunrong version 2022

Weight1675

MarketAsia

Fuel TypeElectric

CMI

A 2 M A C 1

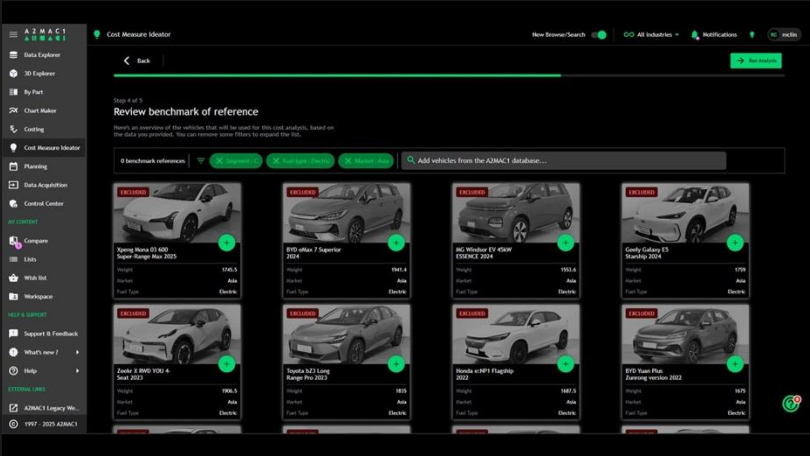
What our customers taught us about AI
THIS DOCUMENT IS CLASSIFIED AS INTERNAL USE ONLY.

11

Finding the right cars

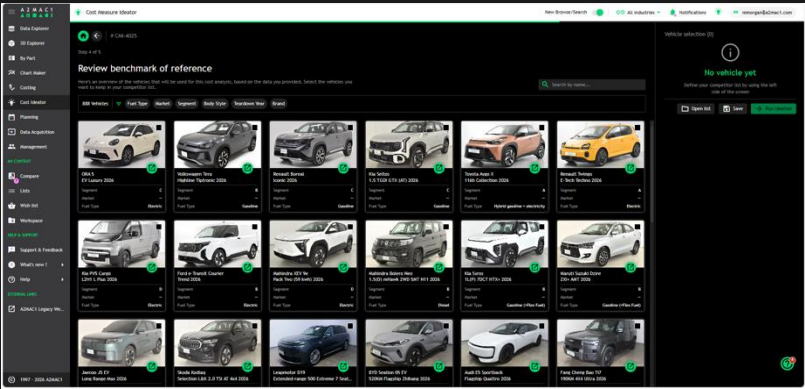
Customer feedback enacted by the end of the trial (5 weeks)

BEFORE



First trial: duplicated filter values, vehicle lists that had to be scrolled to load, too many cars per search.

AFTER

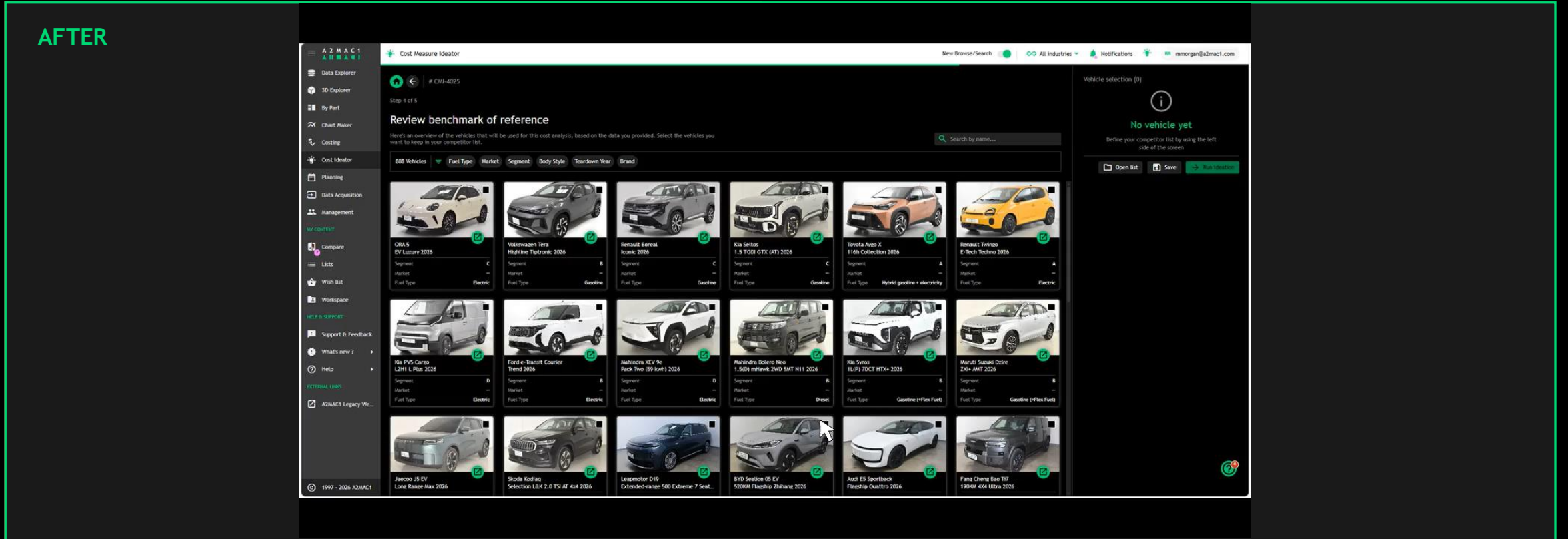


March release: new filters, saved lists, Improved vehicle selection UI. “Your feedback helped us decide and act.”

CMI

Finding the right cars

Customer feedback enacted by the end of the trial (5 weeks)



More kinds of idea

From 3 types of idea to 10

BEFORE

Weight benchmark
Material substitution
Fastener count

3 types of idea

First trial: three types of idea. The trial team told us, politely, that this is not how they do value engineering.

AFTER

Weight	Material
Fasteners	Part merge
Deletion	Decontenting
Sourcing	Standardisation
Process	Electronics

Six months later, merges and deletions were the first thing the same customer commented on.

What we said no to

Bring Your Own Data (BYOD)

Popular in demos and value establish meetings



PARKED

...and it can now be switched off

“We built a car park. Five cars turned up.”

Instead: the 'flying doctor'

An expert brings the tool and teardown data to the customer's workshop.

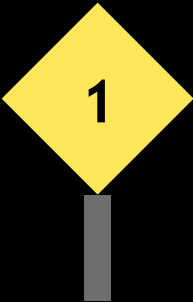
Where to focus the efforts?

Adding more subscriptions and more ideas across more systems

CMI

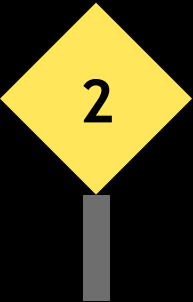
Four road signs to success

When CMI worked, these four things were true



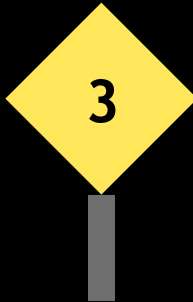
Supervised access

Guided workshops beat handing over a login



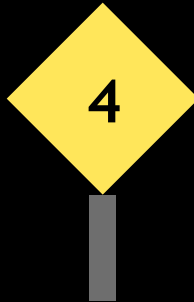
Expert alongside the tool

Engineers on-site, using it daily, championing ideas



The right vehicles

The customer's own high-volume vehicles in the teardown data



Fit their process

Ideas straight into the customer's own cost-reduction tracker

And make the output fit: 83 ideas once exported as 166 slides. Nobody needs 166 slides. Including this talk.

Three lessons for your own AI tool

1

Be honest about maturity

The customer who said 'not ready' gave us our best feedback.

2

Relevance beats volume

Write your experts' knowledge down as rules. Five trusted ideas beat a hundred ignored ones.

3

Pair the tool with a person and a process

Measure adoption, not requests. That's how we found out the focus wasn't BYOD.

The road ahead

Still under construction. Like all good roads.



A 2 M A C 1
▲ || ■ ▲ ● |

Thank you!

