

ITERA 
MOBILITY ENGINEERING

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WHAT DOES **ITERA** DO:

ITERA's main activity is to offer engineering services and support in the launch of new models to the main vehicle manufacturers (OEM *), as well as to Tier 1 and 2 (Tier 1 * and 2) suppliers

Its activity supports product manufacturers -automotive, components, railway or aeronautics- in all phases of the product's life: design, industrialization, launch, product's serial life * as well as in the redesigns of the product until the end of life of the model.

It is an engineering company that designs, implements, corrects and improves the projects of vehicle manufacturers, in the first instance, and of all types of industrial products as a current objective.

ITERA supports the continuous improvement of vehicles - and other industrial products - both in the industrial launch phase * and during the serial production of vehicles, that is, during their Serial Life Cycle *.

* Read glossary of terms page.



ITERA's specialty focuses on vehicle interior and exterior components. And with its diversification into other sectors, it currently provides innovative solutions for train and aircraft interiors.

In addition, ITERA develops new products - components for interior and exterior - together with the OEMs and Tier 1 *, through its own project management tools.

The main difference of ITERA, compared to other engineering companies, is that this company designs and implements the improvements proposed to the manufacturers and accompanies it in the production phases to subvert the possible dysfunctions that occur during the first stages of production.



And all this by applying its own project and talent management model (IPMS-Itera Project Management System) that provides experience and profitability to its clients, in a framework of transparency and proximity, providing each project with the most expert specialists to ensure the fulfillment of the clients' objectives.

* Read glossary of terms page.



INTERNATIONALIZATION AND DIVERSIFICATION OF SECTORS AND BUSINESS:

With the diversification and internationalization process undertaken by the company since 2017, ITERA's objective is to consolidate as a Mobility Engineering Company.



Currently ITERA offers its services to the main global OEMs, as well as Tier 1 and 2 suppliers, in addition to expanding its activity to the railway and aeronautical sector.

This Valencian engineering company has also begun its diversification in services and has entered into consulting for the optimization of production costs.



In this sense, the company offers the application of the Six Sigma * methodology, which is being used to improve processes, in projects that require the resolution of complex problems, and applied to the entire process from design, serial life and management of the process, combined with their expertise in product design, serial life, and project management.

This methodology is part of the method that Itera applies to their projects and is the result of its vast experience. This new vertical aims to offer an improvement in production processes and ensures quality, cost control and efficiency in each project. It is an approach to improving the product, identifying and solving problems, and managing and communicating with the customer's stakeholders involved.

* Read glossary of terms page



ITERA HISTORY

ITERA was born from the professional activity of Jordi Cebolla, who disembarks in the OEM Ford on behalf of another engineering company. Following his departure from that first company, Cebolla acquires the status of an independent engineer who provides his services directly to Ford in the industrial launches * of the new models. His company becomes the only resident engineering supplier.

This working model was maintained since 2003, the official foundation of the company under a different name, until 2010, when Jordi Cebolla returns to Spain together with his team of engineers.

During this time, ITERA is already a company with a legal entity that provides its services to Ford in the United Kingdom and Germany in various areas. In these years it became an essential engineering services company for Ford in Cologne.

So essential that when the Belgian Genk plant was closed, with the arrival of the CD platform to Valencia, ITERA began to carry out its engineering activity in the Ford Almussafes plant itself.

During these years, ITERA's main activity was to support Ford in the launch of the C Max, Kuga, Mondeo, Transit, and the S Max and Galaxy models.





As of 2018, the company's strategic plan also addresses the diversification of clients, sectors and services.

In addition, the workforce is expanded, and the founders of the company Jordi and Bernardo Cebolla acquire responsibilities directed at the management of the company, and reduce their participation in the executive part.

In 2015, ITERA opened its headquarters in the town of Almussafes and the departments were expanded. In the same year, the company DME dedicated to the design and manufacture of tools and dies was created and, later, it would become part of Hidragrup, a company acquired by ITERA through Bouwen * Investments.

As a result of the strategic plan that addresses diversification in clients, products and services, the internationalization of the company also took place in 2018, with the opening of its own office in Cologne (Germany) and in Pune (India). And in parallel the diversification of services with the creation of Sinfiny and the incorporation of Ingesis and Hidragrup to the Business Ecosystem.

The internationalization of the company continued in 2020 with the opening of offices in London (United Kingdom) and, recently, in Shanghai (China).



WHO IS PART OF ITERA: **THE ITERA ECOSYSTEM**

As a result of this strategic change, the activity of DME began in 2015, a company dedicated to the design of tools and dies and which is currently part of Hidragrup.



To undertake the expansion of services and diversification, ITERA invests or acquires other companies through the company Bouwen Investments. These are independent companies that, occasionally, can share projects and clients.



HIDRAGRUP
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Hidragrup

Company dedicated to the design and manufacture of hydraulic machinery and auxiliary equipment.



Sinfiny

ITERA spin-off dedicated to offering smart factory solutions, robotics and 4.0 assembly line integration. This company is focused on the automotive, aerospace, food, packaging, consumer goods and ceramics sectors.



Ingesis

Company that offers comprehensive industrial automation and digitization solutions.



ITERA OFFICES INTERNATIONALIZATION

Currently, ITERA has its own offices in the United Kingdom, Germany, India, Romania and has recently opened an office in China. **The company's headquarters are located in the Paterna Technology Park, in Valencia**





CSR IN ITERA

ITERA carries out support activities for certain non-profit entities:

Les Palmeres - Alboraiá Reception Center. This is a reception center where children up to 13 years of age in a situation of vulnerability, abandonment or from highly unstructured families are being placed.

Ruíz Jiménez Special Education Center, a pioneering center in therapeutic pedagogy for children and adults with special needs between the ages of 3 and 24. The last stage of this center is focused on the labor inclusion of students.

Valencia Basquet Foundation whose objective is to promote basketball, as well as other sport activities, bringing basketball closer to all areas of society and training elite athletes.

Small Wish Foundation, an entity that aims to make the wishes of children with chronic illnesses or poor prognosis come true in order to support them emotionally and make their illness more bearable.

*GLOSSARY OF TERMS:

Serial Life Cycle: the standard production time of a product. In the automotive industry, each model has a serial life cycle of about 4-5 years before a first redesign and its renewal in the market. During these years, the manufacturer, together with the suppliers, ensure the quality of the product and introduce the necessary improvements, both in the production process and in its design to obtain the best results in cost optimization as well as in the improvement the final product.

Industrial launch: This is the beginning of the serial production of a product and its placement on the market. This is not referred the commercial launch, but to the process a manufacturer conducts to obtain enough stock in order to fulfill the orders.

From the pre-series to the release of the vehicle for sale (the so-called “OK to Buy”) improvements and optimizations are being made, in order to ensure that serial production will run smoothly and with the desired quality levels.

OEM: Original Equipment Manufacturer. It is the manufacturing company of products that are later purchased at retail by the customers. It applies to vehicle manufacturers that receive the parts and integrate them to sell it under their brand. Ex: Ford, Volkswagen, PSA, ...
It is mainly applied to industrial equipment.

Tier 1: Level 1 supplier. These are companies, mainly in the automotive sector, that supply parts and components directly to the manufacturer or OEM. Eg: Faurecia, Lear Corporation, Magna ...

The concept is applied to determine the degree of proximity to the OEM. Therefore, a Tier 2 is the supplier that, correspondingly, supplies components to Tier 1. The complexity of the automotive supply chain can lead to a situation where the same company can be both types of supplier at the same time.

Six Sigma: This is a process improvement strategy, focused on reducing the variability of these processes. For this, each part of the process is reinforced and optimized and defects or failures in the delivery of a product or service to the customer are being reduced or eliminated. The benefits of applying the Six Sigma methodology are profitability and productivity. It is applied mainly to industrial processes, although it can also be applied to other areas of companies such as Administration, Human Resources or Purchasing.

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