

Soft-in Embedded



> Automotive

Market Channel / Automotive OEM/OES / Passengers Cars /
Autonomous Driving - ADAS / Customer's Product / Automotive
Aftermarket / Commercial Vehicles, Trucks & Buses / Safety /
Competence Area / Security / Components Subsystems & Systems
/ Sport, Super & Hypercars / Electronic Engineering / Energy
Efficiency / Motorcycle / Electrification / Challenges / Micromobility
/ Hydrogen / Energy Infrastructure / Lightweighting / Road & Traffic
Control / Testing, Validation And Certification / Connectivity / SW /
Data Management / Comfort & User Experience / Predictive
Maintenance / Consultancy / Shared & Integrated Mobility /
Industry 4.0 / Interiors: Dashboard, Instrument Panel, Driver
Interface / Electronics/ Electric Parts / Embedded Systems / Driver
Assistance Systems (ADAS) / Telematics / Infomobility /
Cybersecurity / Infotainment / Predictive Maintenance &
Diagnostics / Power Supply, Charging & Refueling Systems /
Mobility Services / Payments & Ticketing / Intelligent Transport
System

> Railway

Driverless Technologies / Competence Area / Operations, Data &
Information / Condition Monitoring / Safety / Customer's Functional
Segments / Data Systems (DCS, Diagnostics And Cybersecurity) /
Security / Production Management & Technologies / Passenger
Information & Services / Energy Efficiency / Challenges /
Electrification / Electronic Engineering / Lightweighting /
Connectivity / Comfort & User Experience / Predictive Maintenance
/ SW / Data Management / Shared & Integrated Mobility /
Consultancy / End-of-Line Control Systems / Industry 4.0

> Other key sectors

Aerospace, Cleantech & Green Building, Mechatronics, ICT

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> More about Soft-in Embedded

Soft-in is an engineering company specialized in design and development of integrated systems for the automotive and industrial automation sectors.

Our core business is divided into 2 large areas of intervention: Embedded Systems and Industrial Automation.

Embedded systems engineering covers the largest part of our activities and is divided into 3 teams: Hardware development, Software development and Test&validation. Each of these teams has a know-how that is the result of years of experience and has different technical characteristics of excellence.

- Hardware Dept.: we specialize in project validation, Cost-down/ Obsolescence and prototyping, the latter implemented in recent years following the request of several important customers.

- Software Dept.: Our software engineers and firmware designers have a wide range of experiences ranging from SW Quality management to applications, microwaves and low level platform adaptation.

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- Test&validation: testing and validation have become in recent years a point of excellence of our company, thanks to projects that affect important customers of international scope. The laboratory set up at our headquarters in Beinasco (TO) allows us to perform testing remotely, but the most consistent part is of course testing inside the vehicle.

And last, but not least, Industrial automation. This is our flagship, the spearhead of our company in addition to the first true and important core business, born at the end of the 80s. The skills of our technicians, always in continuous training, range from PLC design, Robot and commissioning of entire production lines, automation in logistics and home automation – both private and industrial.

Mission

Our mission is to share innovation, knowledge and creativity to face today the business challenges of tomorrow. We react quickly to customer requests and guarantee a high technology and quality service. A deep knowledge of the changing global consumer market and the high specialization of our engineers assure the best result.

We look one step ahead: new advanced technologies are the key challenge for the company in the next future.

We invest a lot in the Research & Development fields to keep our knowledge leading position in innovative sectors, to the advantage of the whole reference community (company and customers).

The importance of details is crucial for us. To gain this goal, special attention is paid to main criteria.

First of all Quality. We constantly improve the quality of the processes with major attention to reliability and security. We also ensure customer support in all the design stages, from the Statement of Work up to the final project validation and quality assurance.

Then Innovation. Soft-in invests in R&D to maintain a leading position in innovative sectors and to scout new areas of application providing our customers the latest technologies.

And last Confidentiality & reliability because we value our clients relationship above all, which is why we adhere to the highest security standards to retain the security of the customers information and we take pride in always meeting deadlines and providing the highest quality equipment and services.

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