

Harmonizing data science with hardware engineering to Electrification

Pull Systems and Porsche are working on use-cases to utilize data analytics in EVs

THE CHALLENGE

One of the main challenges OEMs are facing today is the optimization of EV range that can alleviate range anxiety and make EVs a more attractive option for consumers. In addition to this, the state of health of the battery in electric cars is another important challenge to be tackled. This enables proactive maintenance and energy management to steer the charging of electric fleets, thereby reducing energy waste and costs with increase of repair capabilities.

THE SOLUTION

Pull Systems and Porsche collaborate to create a library of proprietary machine learning models that predict vehicle behavior. Armed with these insights, users can leverage Pull Systems' analysis tools to optimize maintenance and improve driver experience. The machine learning models can also identify performance improvements that might be solved with new software or determine the best second-life option for the battery as it reaches its end of life.

IMPACT

Pull Systems is being successfully tested in Porsche Taycan vehicles as a proof of concept. The startup aims to expand to more global fleets of EVs and grow their solution across the EV value chain.

PULL SYSTEMS

Pull Systems is leveraging thousands of signals generated by the EV, components and the surrounding environment to build machine learning libraries that enable optimized business decision-making. With Porsche as a first customer, EV manufacturers, suppliers and third-party operators can use Pull Systems to better insight quality and predictive capabilities.



HEADQUARTERS

United States, Palo Alto, CA

FOUNDED

2022

NO. OF EMPLOYEES

11 – 50

WEBSITE

pull.systems

ACKNOWLEDGEMENTS

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ABOUT STARTUP AUTOBAHN

STARTUP AUTOBAHN powered by Plug and Play is an open innovation platform that provides an interface between innovative tech companies and industry-leading corporations. The basis of the program is the partnership that develops between startups and the corporate business units. The two entities hold an equal footing from the get-go: together they evaluate the potential for a joint venture, move forward to pilot the technology, and work to achieve the ultimate goal – a successful production-ready implementation. Designed with the intention to exceed startup acceleration, STARTUP AUTOBAHN powered by Plug and Play moderates a community for collaboration with a focus on implementable results. Over the years, the platform has successfully cultivated over 400 projects with more than 300 startups since its founding in 2016.