Press release

ASAP Group ranks among Germany's most innovative medium-sized companies

Engineering service provider takes eighth place in the “Innovation Champions 2025” ranking | Wirtschafts-Woche and Munich Strategy evaluate the innovative strength of 4,000 companies

Ingolstadt (November 14, 2025). The ASAP Group is one of Germany's most innovative medium-sized companies. The engineering service provider ranks eighth in the “Innovation Champions 2025” study conducted by the business magazine WirtschaftsWoche and the consulting firm Munich Strategy. The study analyzed the innovative strength of 4,000 companies – the 100 best made it into the final selection. “The award confirms our consistent focus on future technologies. At ASAP, innovation is an integral part of our business model. With a high level of technological expertise and great commitment, our teams develop solutions that actively shape the automotive transformation,” says Robert Morgner, Managing Director of the ASAP Group.

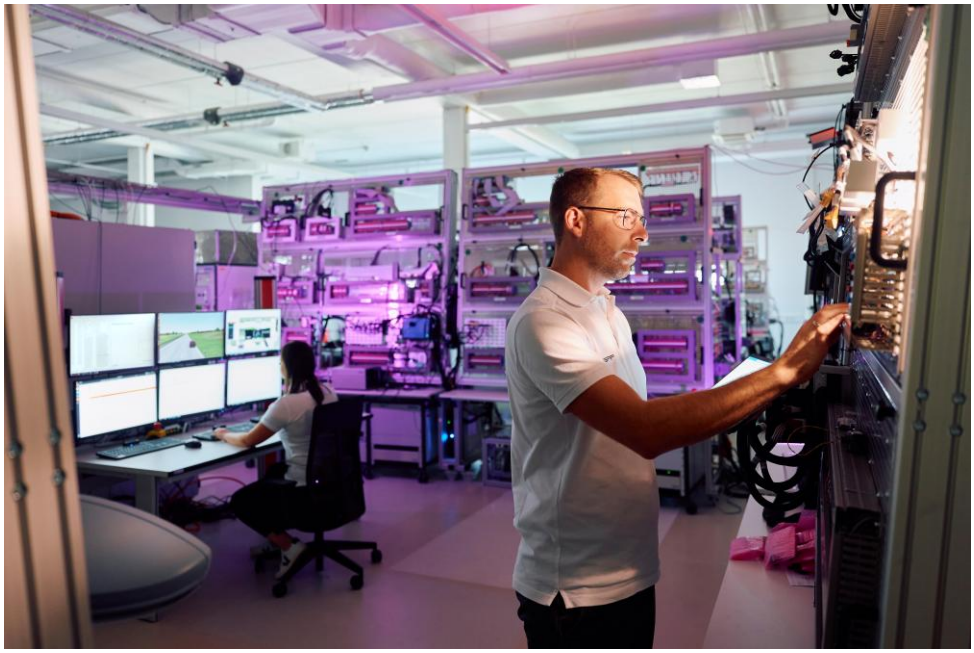
ASAP drives technologies and platforms that accelerate the entire validation and verification process in vehicle development – from virtual simulation to hardware-based testing. The ASAP AI platform, a generative AI solution developed specifically for automotive development, makes an important contribution to this. It automates tasks such as code analysis, test case generation, fault diagnosis, and documentation, and can be seamlessly integrated into existing tool ecosystems.

In addition, ASAP has developed TestSphere, a scalable end-to-end validation system that standardizes the software validation process across all test stages. The platform uses keyword-driven testing (KDT) based on ISO 29119-5, enables complete traceability, and decouples the test design process from existing tool landscapes. Customers can continue to use their established systems and significantly reduce development and validation times.

ASAP is also strengthening its expertise in application lifecycle management (ALM). The company supports customers from process consulting and tool configuration to automated data migration. With the AI-supported ASAP Automigrate solution and the Process Automation Kit (PAK), ASAP creates scalable, consistently traceable development and validation processes.

These technologies contribute to the key future topics in the automotive industry – in particular, software-defined vehicles, AI-supported development, end-to-end validation, process automation, and the harmonization of digital development processes. “In an industry undergoing fundamental change, we are joining forces with our parent company HCLTech to combine innovative strength with global scalability. This enables us to create solutions that increase efficiency, quality, and speed in vehicle development – and thus secure decisive competitive advantages for our customers,” Morgner continues.

Image material (2):



Caption: Innovations are firmly anchored in the ASAP strategy.
Credit: ASAP Group

Caption: Robert Morgner, Managing Director of ASAP Group
Credit: ASAP Group

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The ASAP Group

As a leading engineering partner for the automotive industry and part of the global IT and technology group HCLTech, the ASAP Group, together with HCLTech, offers solutions for the entire product life cycle of an automobile – from embedded functions to validation strategies and from system architecture to digital test processes. ASAP also uses HCLTech's service portfolio, platforms and global resources as a technological front end to scale projects as needed. As of January 2025, around 1,600 employees work at eight locations in the five service areas of Electrics/Electronics, Software, Consulting & Service, Test & Validation, and Vehicle Engineering for the ASAP Group, which was founded in 2010. A deep understanding of the processes in the automotive industry and the market requirements forms the basis for solution-oriented projects that are technologically and economically convincing.