



With Sounce, MHP improves quality assurance at FAZUA, an e-bike drive manufacturer from Bavaria and part of Porsche eBike Performance GmbH. (Photo: MHP)

PRESS RELEASE

**AI-based acoustic quality control**

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# Sounce optimizes quality assurance at FAZUA

- The Sounce solution from MHP's Industrial Cloud Solutions (ICS) division improves quality assurance consistently through the detection of sound anomalies in production
- The e-bike drive system manufacturer FAZUA is part of Porsche eBike Performance GmbH and has been using the AI-supported SaaS solution since April 2024
- Thanks to the more than 96 percent detection of anomalies, customer satisfaction has been increased with cost efficiencies being generated in HR at the same time

**Ludwigsburg** – Sounce, a product from the new division Industrial Cloud Solutions (ICS), has been in use at the e-bike drive system manufacturer from Ottobrunn since April 2024. The AI-supported acoustic monitoring software detects sound anomalies in production, enabling FAZUA, part of Porsche eBike Performance GmbH, to deploy its skilled quality assurance staff in a more effective and purposeful manner. Overall, Sounce has resulted in working time savings of 60 percent, allowing room to focus on other, more value-adding tasks. This is having a direct positive impact on costs as well.

Michael Appel, Partner at MHP: "Adding value for our customers is at the center of what we do – with Sounce, we have generated cost efficiencies in FAZUA's quality assurance, achieving more than 96 percent anomaly detection. This collaboration is an impressive illustration of the fact that the highest quality requirements can be met and innovative AI solutions realized in any sector."

In specific terms, the Software-as-a-Service solution deployed at FAZUA identifies characteristic structure-borne sound patterns of different components and detects deviations in real time. Potential causes are then checked out in detail. These can include drive system, bearing, assembly, and electronics defects as well as component contamination.

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Christian Knörr, Senior Account Executive at MHP: "The quality of production parts is frequently checked manually. This is prone to errors, costing time and ultimately money. With Sounce, these processes can be sped up considerably."

And the great advantage is that the analyzed data is visualized at FAZUA in a web application. Employees can always rely on full documentation of the data. There is no loss of information. Thanks to the combination of these benefits, quality monitoring becomes an automated process that enables considerably faster assessment and furthers continuous quality improvement in production."

### **The solution involves sophisticated, minimally invasive sensors**

The AI-based noise detection at FAZUA entails just five steps: From noise detection via minimally invasive sensors and data collection and the assessment of the noise for establishing quality criteria to the training of the deep-learning algorithm on the basis of the available data to the visualization, assessment, and comparison of the sounds and finally verification of the results.

Dr. Alexander Wunsch, Chief Financial Officer at Porsche eBike Performance GmbH: "The quality of our products is of top priority for us. With the implementation of the acoustic monitoring software from MHP, we are taking the next step in quality assurance. The capability of AI to detect technical problems automatically in real time on the basis of sound and to keep learning optimizes our production processes considerably. In addition, it enables our highly skilled specialist staff to focus on other tasks in their work."

Use of the Sounce software will be demonstrated through a video on the FAZUA stand (F12 G23) at the Eurobike 2024 trade fair from July 3 to 7.

### **About Sounce**

Sounce is one of the products from the Industrial Cloud Solutions portfolio of MHP that was presented for the first time at Hannover Messe #HM23 last year. To date, a total of seven solutions from the new division have been launched. Sounce is offered with usage-based pricing, based on a Software-as-a-Service solution. A modular cloud infrastructure enables highly flexible utilization of the system, with usage-based billing in different usage scenarios.

### **About FAZUA**

The name FAZUA comes from the Bavarian "Fahr Zu!", which roughly translates as "Get moving!". FAZUA specializes in innovative drive systems and concepts for attractive, agile, and lightweight e-bikes. Founded in 2013 as a start-up born out of a university project, the Bavarian company revolutionized the entire bicycle industry within a few years with a concept that laid the foundation for an altogether new bicycle culture. In August 2022, FAZUA became part of Porsche eBike Performance GmbH. The pioneering work done by FAZUA lies in the virtually soundless, extremely lightweight drive technology, which can be beautifully integrated into the bicycle frame and makes for a natural riding experience. The development work is carried out at the Ottobrunn headquarters and at the subsidiary Porsche eBike Performance d.o.o. near Zagreb, Croatia.





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## About MHP

As a technology and business partner, MHP has been digitizing the processes and products of its around 300 mobility and manufacturing sector customers worldwide for 28 years and providing support for their IT transformations along the entire value chain. For the management and IT consultancy, one thing is certain: digitization is one of the biggest levers on the path to a better tomorrow. This is why the Porsche AG subsidiary provides both operational and strategic consulting in areas such as customer experience and workforce transformation, supply chain and cloud solutions, platforms and ecosystems, big data and AI, as well as Industry 4.0 and intelligent products. Headquartered in Germany, the consultancy operates internationally with subsidiaries in the USA, the UK, Romania and China. More than 5,000 MHP employees are united by their pursuit of excellence and sustainable success. It is this aspiration that will continue to drive MHP - today and in the future.

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