

CONNECTED VEHICLES TECHNOLOGY

Internet of Things, Internet of Everything, smart cities, smart homes, smart factories, smart grids, smart everything! All these terms have created a lot of buzz in the industry over the last year and the current evolution in technology is making it all possible. Today, information and communication technology has led to machines to connect, communicate and collaborate with each other without human interventions. Telematics enables vehicles to connect with the owners/drivers, original equipment manufacturers (OEMs), dealers/service providers, other cars, roadside infrastructure, points of interests and other stakeholders who can leverage the vehicle data as a service.

Connected vehicles technology creates the possibility for several new business models and an ecosystem of partnerships between providers of hardware, in-car software, connectivity, delivery infrastructure, content & services and OEMs and end users. The ecosystem is complex and rapidly evolving across the value chain of providers, adjacent domains and, of course, technologies as illustrated in figure 1.

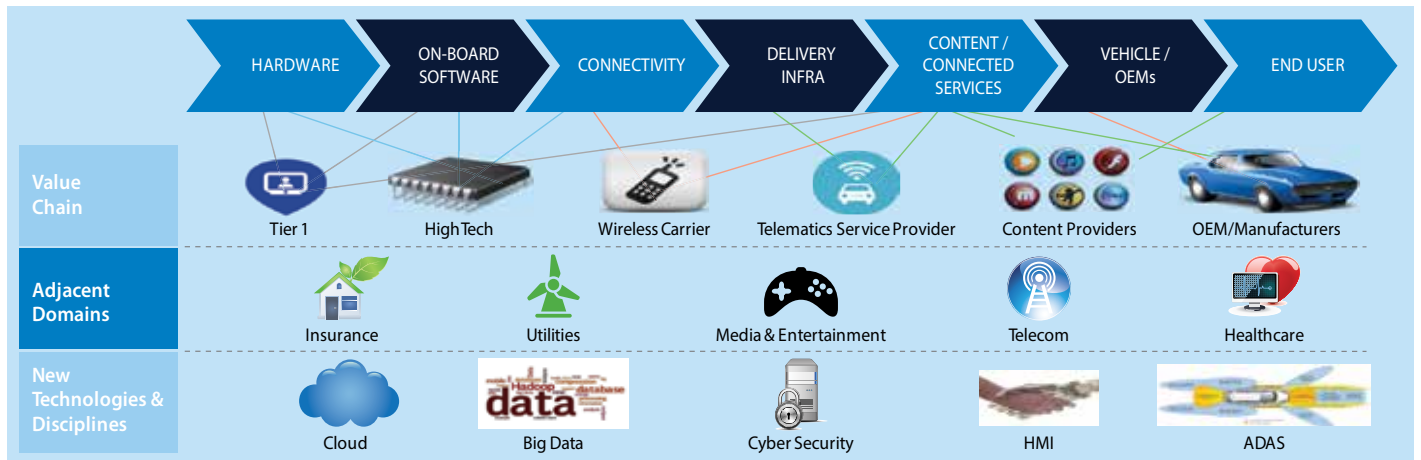


Figure 1: Connected Vehicles Ecosystem

Business Use Cases and Benefits

As the connected vehicles ecosystem evolves, the related use cases also evolve across the stakeholders. As illustrated in figure 2, the use cases are primarily for infotainment & end user convenience, navigation & mobility, safety of the end user & integration with emergency services, vehicle relationship management and to leverage vehicle and end user data as a service towards creating new business models with adjacent domains.

Currently, the focus has been on using the connected vehicles technology as a means of driving loyalty and buying decisions with emphasis on infotainment & convenience. As infrastructure and interoperability between built-in and brought-in devices have become unified and seamless, with the OEM as the orchestrator of all these services, the industry will soon shift towards utilizing connected vehicles technology as a source of commerce and revenue generation.

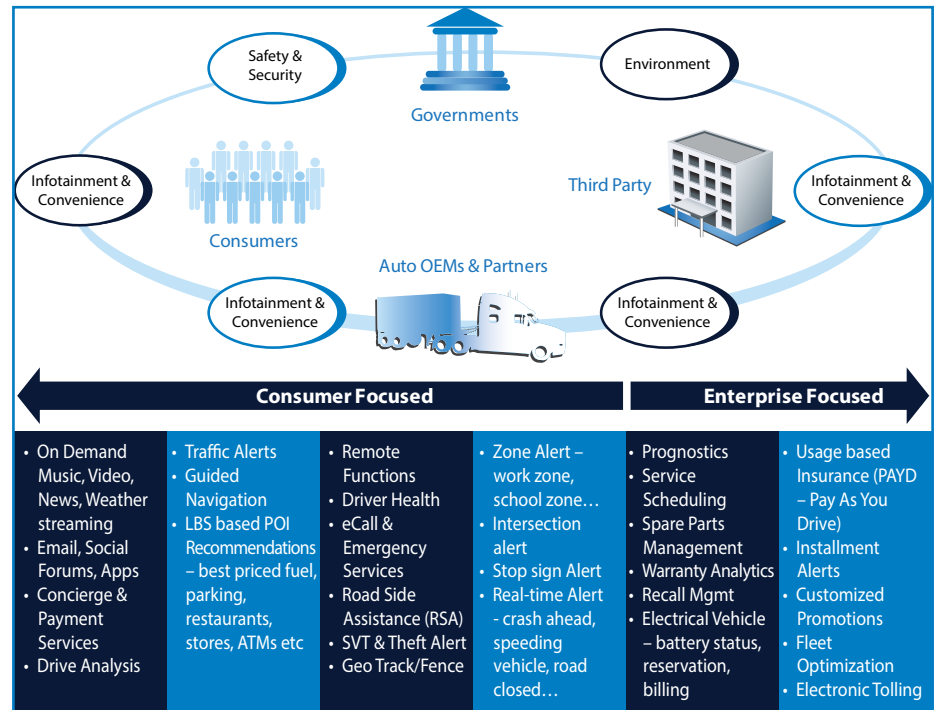


Figure 2: Business Use Cases and Benefits

Infosys Offerings

As illustrated in figure 3, our offerings include a unique integrated set - right from in-car app store and content management to connectivity with the car for data extraction, storage and processing of the data for meaningful insights and actions both in real-time and for proactive planning and integration with back-end enterprise systems. We also provide a complete package of services right from business model and strategy formulation, roadmap and architecture consulting to implementation and support services including managing the infrastructure and operations. We leverage our extensive investments in research, platforms, applications/solutions, algorithms and frameworks to provide measurable business benefits to clients while reducing the time to market and risks.

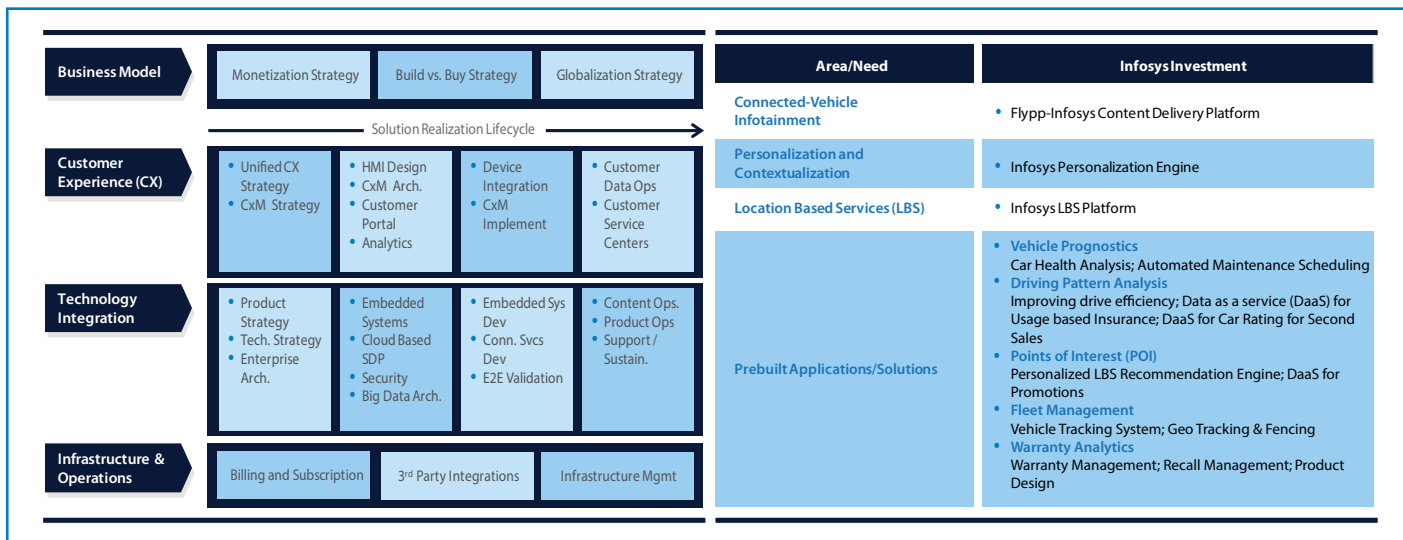


Figure 3: Infosys Connected Vehicles Offerings

Figure 4: Infosys investment in platforms, applications and algorithms

Success Stories

CLIENT	CONTEXT	INFOSYS SOLUTION
Automotive OEM in USA	Evolution of Next Generation Connected Vehicle Offering	<ul style="list-style-type: none"> Strategy for Next-generation Connected-vehicle Solution E2E Program Management and Validation Sustenance and Support of Current Solution
Automotive OEM in Europe	Customer experience journey and content delivery platform	<ul style="list-style-type: none"> Persona based CX design to help with next generation product planning Isolate the tight coupling of content and connected car services delivery/distribution
Leading Tier-1 Supplier	Launch of a new Integrated Connected Vehicle Solution	<ul style="list-style-type: none"> Cloud based Service Delivery Platform HTML5 based HMI on embedded Linux platform
UBI Solution Provider in USA	Launch of a new UBI Solution	<ul style="list-style-type: none"> Development of Analytics Platform powering Driving Behavior Scoring for the UBI Solution
World Leader in Computing	Need to Define Role in Connected-Vehicle Space	<ul style="list-style-type: none"> Development of IVI Product Strategy and Requirements
Automotive OEM in USA	Unified view and Management of Customer Experience	<ul style="list-style-type: none"> Customer Data Management Strategy

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