CONNECTED CAR PLATFORM
NEW OPPORTUNITIES FOR AUTOVAZ

In partnership with

Microsoft Jasper AUTOMOTIVE GRADE LINUX WISekey
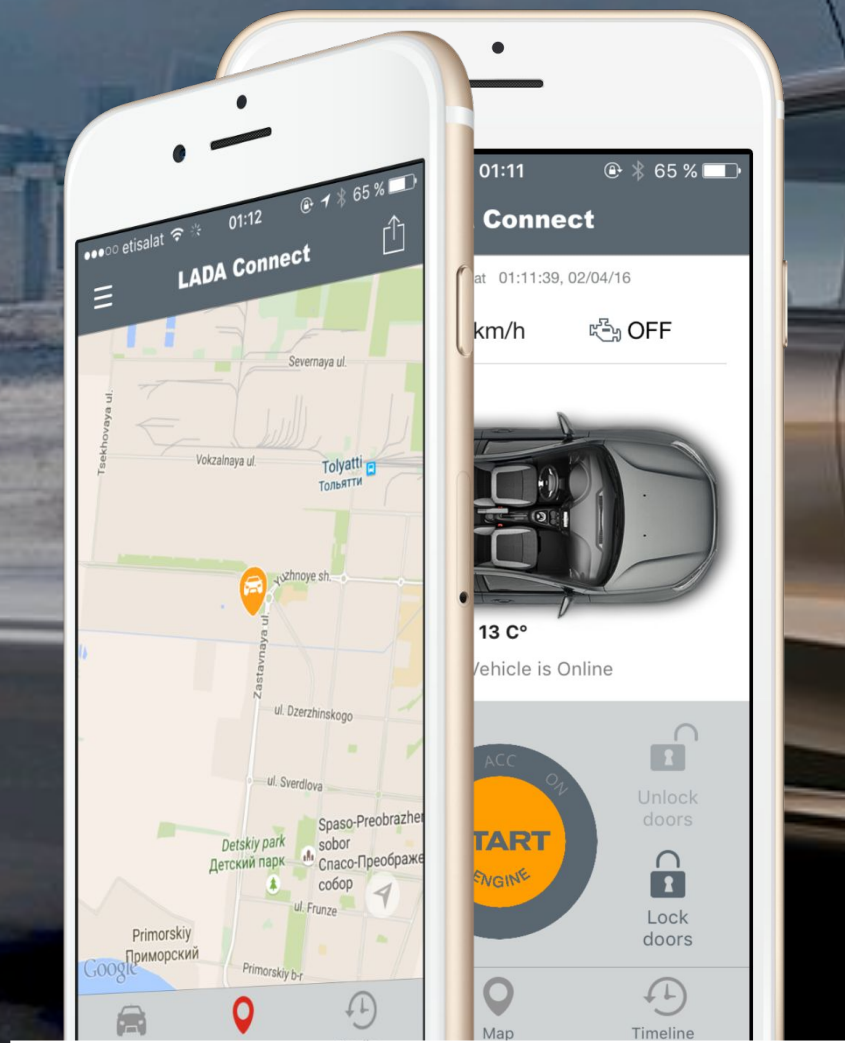
Name
Managing Director

Mail@email.ru
+8 888 888 888

LADA

INCREASE THE SALES OF VEHICLES, ACCESSORIES AND SPARE PARTS WITH PLATFORM

✔ Provide customers unique and exclusive customer service

✔ Make owning a car as comfortable as possible

✔ Improve communications between car owners, the brand, and the dealership network

6 OEM partners worldwide

250 K+
drivers connected

500+
dealerships connected

LADA

2

VALUE: INCREASE THE SALES OF VEHICLES

Remote car control

Remote engine start* (cooling, heating), door and trunk locking/unlocking, horn and parking lights

Geolocation services

Car location, history of trips and events, area and speed control with push notification

Wi-Fi and online music

Stable, high-speed Internet access for all passengers Online music without technological upgrade
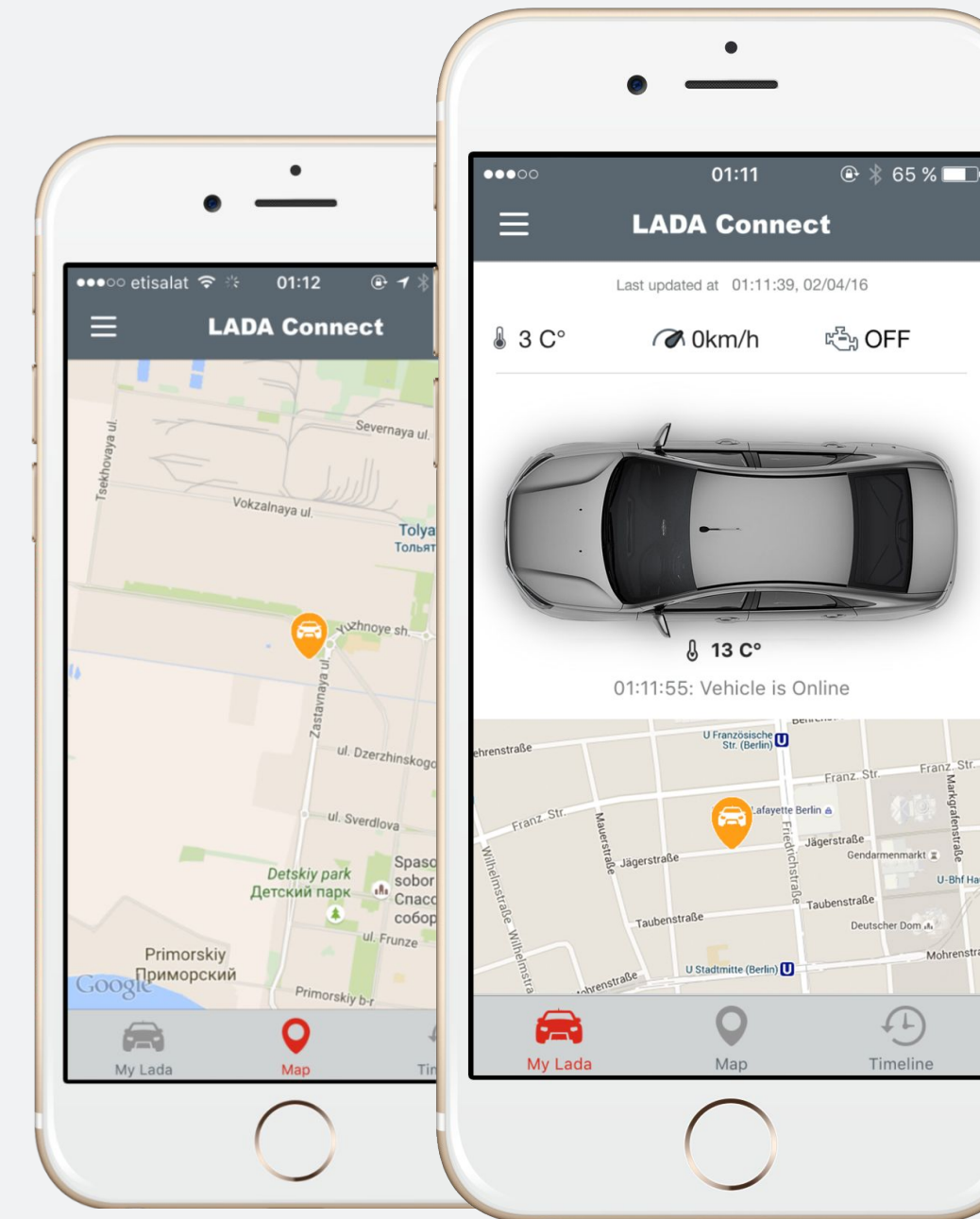
Fleet management

Out of the box solution with corporate systems integration

Smart Insurance

Driving style, vehicle data (mileage, speed, etc.)

*if it is legal in the country

LADA

CAR OWNING: AS COMFORTABLE AS POSSIBLE

Gas stations,
dashboard errors and
user's manual

News, special offers and
loyalty program
privileges

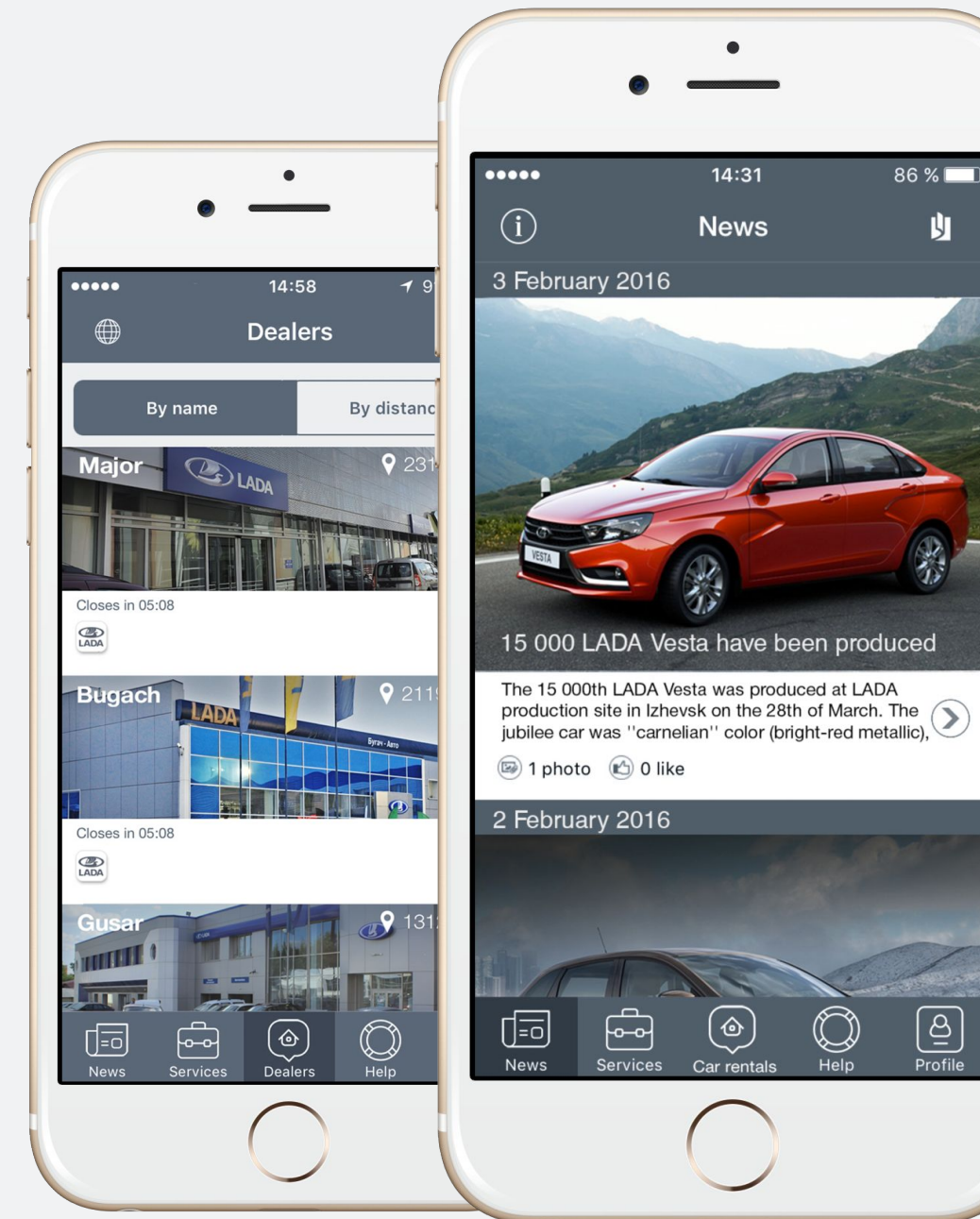Comprehensive
information about
dealerships

Interactive service,
maintenance
and test-drive requests

Service notifications
and recommendations based on
mileage and car usage

Mobile payments
for dealership services

LADA

VALUE: INCREASE IN SPARE PARTS SALES

Data driven service offers: right moment, personally

- Remote diagnostics
- Push notifications sending manually or automatically by mileage, period, usage
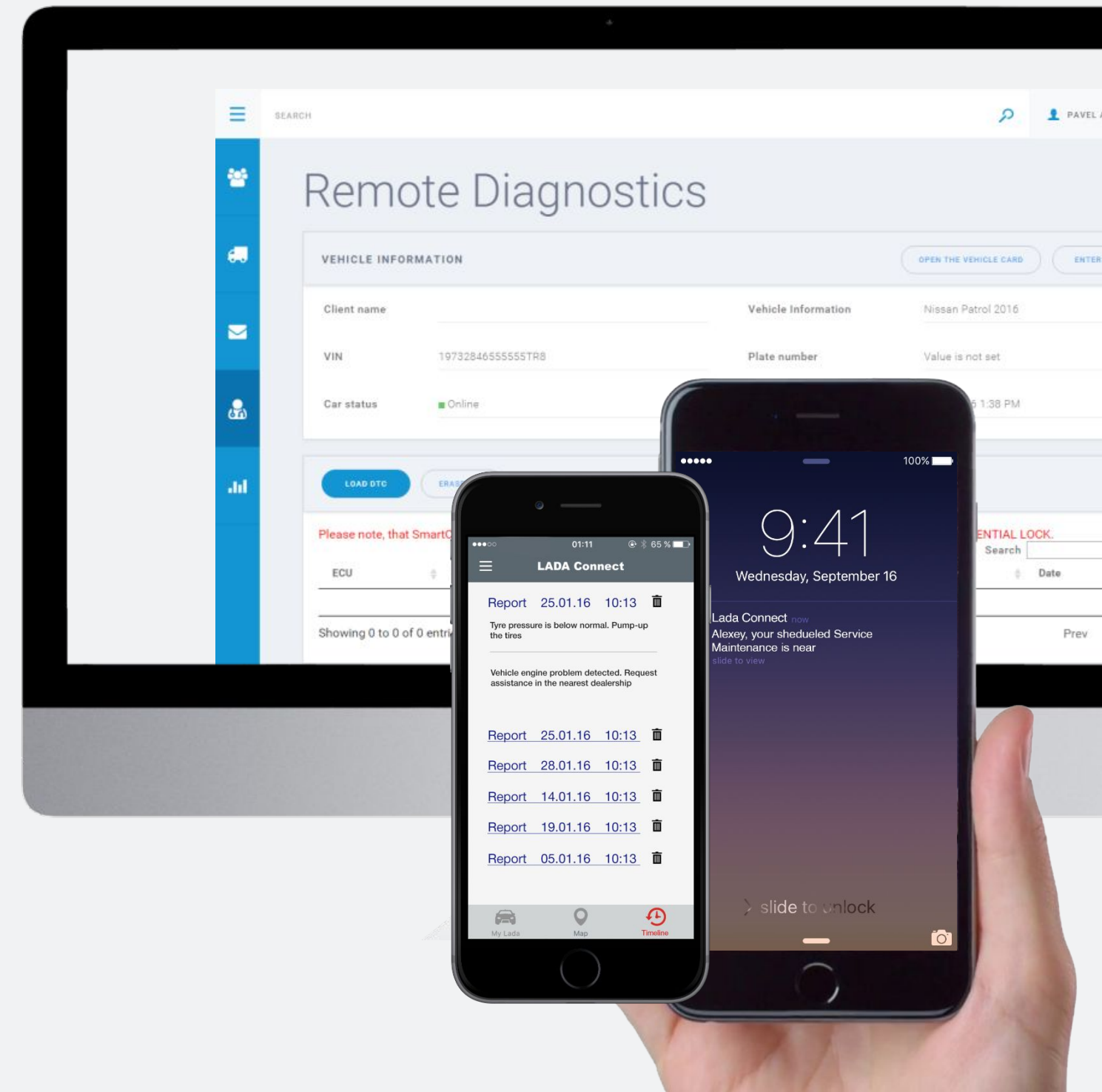
Marketing advantage

- Accessories relevant to the customer
- Predict specific vehicle malfunctions
- CRM data enrichments

Road Assistance

- Automatic problem identification
- Diagnostic based recommendations

LADA

MONETIZATION POSSIBILITIES ECO SYSTEM\MARKET PLACE

BUSINESS-TO-CONSUMER TELEMATICS

Partnering with third party content aggregators to provide these services is the norm

- Navigation – maps, turn by turn routing
- Location Based Services (LBS)
- Traffic related data
- Entertainment – Internet radio, gaming, VOD
- Information – weather, news, stock price

BUSINESS-TO-BUSINESS TELEMATICS

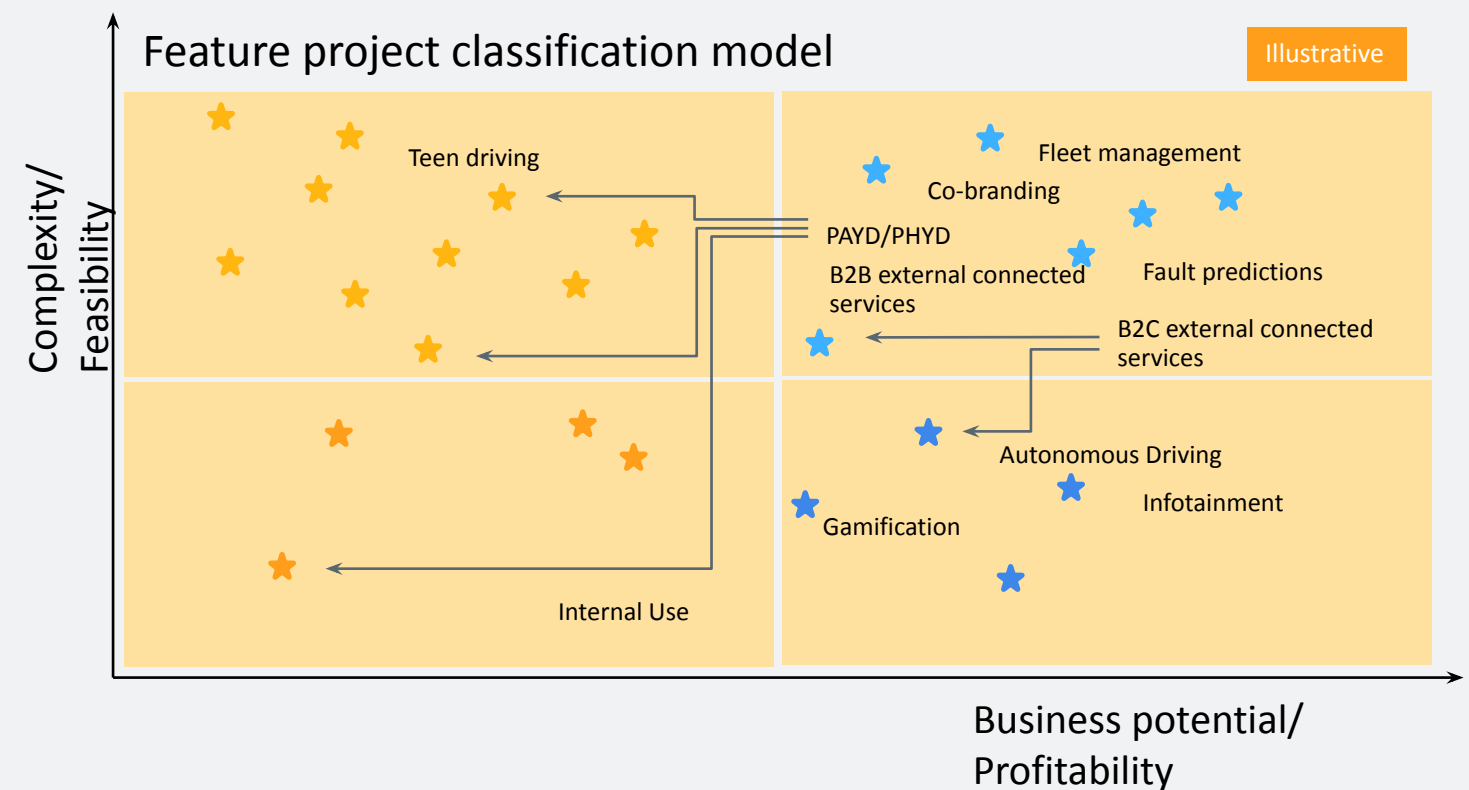Potential of a revenue stream that spans the vehicles lifecycle

- Insurance
- Media/ Content Providers
- Data brokerage
- Logistics Industry
- Green Telematics in Automotive OEMs
- Environmental, Telecommunication, Utilities

BUSINESS-TO-PRODUCT TELEMATICS

Provides opportunities for cutting costs through warranty predictions and helps OEMs discover new services to offer customers

- Vehicle health reports
- Vehicle servicing reminders and alarms
- Fault predictions
- Warranty support

Feature project classification model

Illustrative

Complexity/ Feasibility

Teen driving

Fleet management

Co-branding

PAYD/PHYD

B2B external connected services

Fault predictions

B2C external connected services

Autonomous Driving

Gamification

Infotainment

Internal Use

Business potential/ Profitability

LADA

LIST OF POTENTIAL SERVICES

Always more control	Pro-active monitoring	Smarter and pro-active moves	Sharing& interacting	Integration of my digital life	Connected assistance	Tailored-fit services
Remote charging control	Remote car Dashboard	Traffic Information	Cloud car sharing	Online content	Concierge call	Digital Dealer
Remote Vehicle settings	Charging Dashboard	Advanced navigation enriched content	Community dashboard	Communication application	On-board message	Customer profile
Remote profile management	Fleet Asset Management	Advanced navigation engine predictive calculation	Lend my car (remote lock/unlock)		Emergency call	Data for PAYD/PHYD
Remote pre-conditioning	Fleet Activity Management	Road Alert			Helpdesk call	Remote vehicle diagnostics
Remote lock/unlock	Stolen vehicle tracking	Location-based information			Assistance call of breakdown call with diag	Data for external use
Remote horn and lights	Theft Burglar notification	End-to-end navigation			Automatic collision notification	Update over the air
	Geofencing	Online automatic payment				
	Remote Image Monitoring					

LADA

PROOF OF CONCEPT. WE SPENT ONLY 4 DAYS

Module	Function	Report
My Vehicle	Vehicle information	√
	Update mileage	√
	Maintenance history	√
Remote control functions	Start/Stop Engine	√
	Doors locking/unlocking	√
	Open trunk	√
	Horn and parking lights	√
Services	Favorite Dealer info	√
	Test drive request	√
	Maintenance schedule	√
	Service request	√
	Road assistance	√
Dealership dashboard	Vehicle lists	√
	Scheduled Maintenance and Inspections	√

Module	Function	Report
News	Brand News	√
	Special offers	√
	New cars	√
Customer dashboard	Driver behavior information (driving style)	√
	Car locations, History of trips, Events feed	√
	Manage engine start by schedule or temperature	√
	Notifications about punches, towing, speeding, zone control	√
Fleet dashboard	Location and direction information	√

LADA