Ericsson's Connected Vehicle Cloud enables new communication channels to drivers, passengers and vehicles and enables new business models and revenue streams for the actors in the eco-system of the automotive industry.

We are on the brink of an extraordinary revolution that will change our world forever. In this new world everyone, everything and everywhere will be connected in real time. We call this the Networked Society, and it will fundamentally change the way we innovate, collaborate, produce, govern and sustain. The automotive industry will benefit from this evolution.

The coming era of connected vehicles offers great opportunities: Automotive manufacturers will gain a direct channel to customers that will help strengthen brand relations, drive aftermarket sales and co-operate with new partners in the Networked Society.

Ericsson is the world's leading provider of communications technology and services. We are enabling the Networked Society with efficient real-time solutions that allow us all to study, work and live our lives more freely, in sustainable societies around the world.

**Ericsson as Partner**

- One **Global Cloud solution** for connecting vehicles and services
- **Long-term partner** for a cross-model solution – update during the lifecycle of the car model
- **Global Company** present in 180 countries
- World’s 5th largest SW company
- Running **Managed Services** of infrastructure and SW with over 1 Billion end-users
- **Reduce cost of ownership** – CVC built on existing product, leveraging investments from many customers and industries

Drivers and passengers will be able to access applications from a screen in the vehicle to enjoy the same level of digital services that consumers today are used to have in their homes, work or on the go. Owners will also be able to connect to the vehicle remotely from other devices.

Owning and driving a vehicle will more convenient with constantly updated and relevant information; navigation maps, finding parking services, my Internet radio etc. The owner will have an easier service procedure where the vehicle will be able to detect issues that need to be serviced and automatically handle the service booking procedure connecting the Dealership and the Repair shop in a Connected Service Booking application.

**Connected Vehicle Cloud** allows many actors to meet and engage in the automotive ecosystem. This will increase value of current business and introduce new players to take part in value network.
Automotive manufacturers
The Automotive Industry is an increasingly global business and connecting the vehicles demands a global solution with standards-based infrastructure to lower the cost of ownership and fully leverage the potential in the automotive ecosystem. The system is centrally managed but logically distributed to maximize local performance and compliance with local regulatory requirements.

Through strategic partnerships, the connected vehicle will create a number of additional revenue streams for automotive manufacturers from new partners, such as Insurance companies

The Connected Vehicle Cloud allows automotive manufacturers in their role as service provider to focus on building up the customer relationship and not to worry about building isolated solutions for connectivity, service enablement, content management, charging, billing and customer care.

By constantly having connected vehicles the automotive manufacturer will be able to read data about the status of the vehicle and feed information back to the production line and faster turnaround modifications to lower warranty costs.

Partners
The solution connects to the automotive manufacturer’s internal systems such as CRM, vehicle databases and integrates securely and seamlessly Dealership, Repair shops etc. with the owner of the vehicle.

Developers
Developers see drivers and passengers as an attractive market for their services. The key lesson to be learned from the success of smart phone apps is that diversity and controlled openness are essential. An open platform invites developers to get involved.

Connecting the developers with the vehicle and the driver in a secure and open way is essential to build the applications of tomorrow.

Developers can focus on producing the best apps and publish them to the cloud and get maximum reach inside the automotive ecosystem.

Ericsson expertise can unlock the lucrative potential of connected vehicles

Ericsson Service Enablement is the base for the Connected Vehicle Cloud and it is a truly horizontal enabler. With the entrance of internet and IT players to the digital marketplace, accessibility of development and production tools changed dramatically. Together with an on-line globally available distribution model, business and service innovation increasingly takes place by small companies and individuals instead. The trend leads to more rapid and adaptive lifecycles of services compared to what companies have been used to manage and produce.

Customer experience management, Building brand recognition and customer loyalty is in today’s society most effective using on-line tools. Customers expect every interaction with their communication service provider to be personal and an outstanding experience. Deploying the proper tools build on top of the unique information communication service providers have about their customers enables them to leverage these assets and offer real-time personalized end user experience with targeted promotions adapted to the device and delivered with optimal quality.

Monetize assets: Create a marketplace where these assets are offered to other industry players. There is a huge potential in creating value from network assets and customer data and privacy and identity protection is on everyone’s agenda. Services providers possess a lot of valuable data - personal data, location, presence, preferences and have the end users trust with their private data. These assets can be used to improve offerings, services and promotions to increase value for users.

Expand into new value chains: Look for opportunities beyond the traditional. Service providers have a great

Figure 4: Message from Dealer in the vehicle
asset in their customer base that gives them the opportunity to diversify and expand their business and strengthen their competitive position beyond the traditional.

Ericsson Service Enablement includes industrialized business offerings and professional services for:

- The Automotive industry
- Converged service creation & execution
- Controlled asset exposure to external partners
- Personalized and adapted screen experience
- Optimized delivery & network utilization
- Partner, offer & commerce management enabling efficient Business Support Systems integration
- Service Exposure with Service Level Agreement management & centralized Policy Control
- Business consulting, architecture and solution integration

Ericsson’s Connected Vehicle Cloud is the single point that the vehicle connects to

Connected Vehicle Cloud

The Connected Vehicle Cloud is based on the Multiservice Delivery Platform in Service Enablement, which has been deployed by more than 100 service providers on five continents to date, some of the world’s largest mobile network operators, banks and media companies.

The platform has evolved during 12 years and is adding new technical features and new business models for every new release. It is today the most complete platform in the industry.

IN SHORT
CONNECTED VEHICLE CLOUD

Ericsson Connected Vehicle Cloud

- The single point the vehicle connects to for Infotainment and Telematics Services.
- Drivers and passengers will be able to access applications for information, navigation, and entertainment in a secure way from a screen in the vehicle.
- Create new business models and revenue streams for the actors in the eco-system of the automotive industry.
- Deployed on standard cloud infrastructure.
- Provided by Ericsson in partnership with an industry expert solution partner, leveraging Ericsson Service Enablement capabilities
- Available for fast global deployment

Figure 5: Ericsson’s Connected Vehicle Cloud Platform