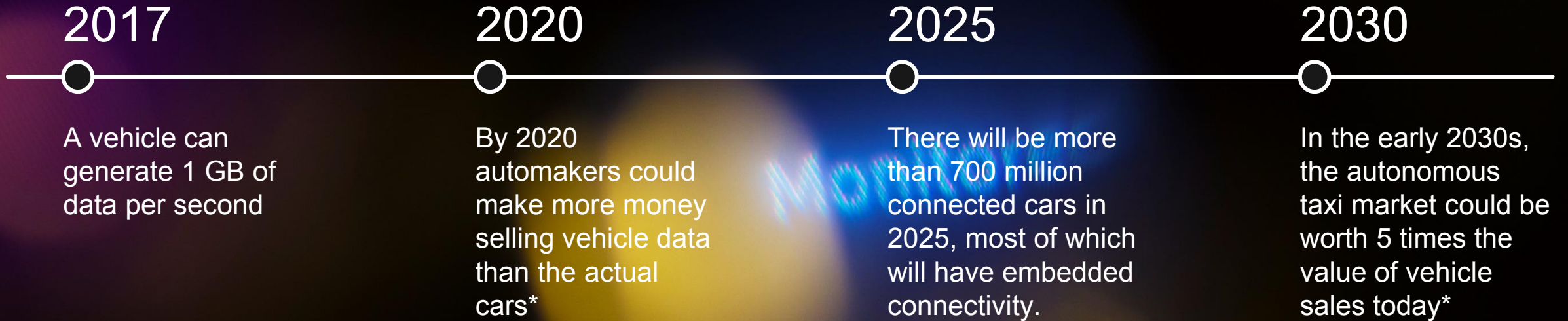


Connected vehicle cloud



Commercial presentation
2018.05.17

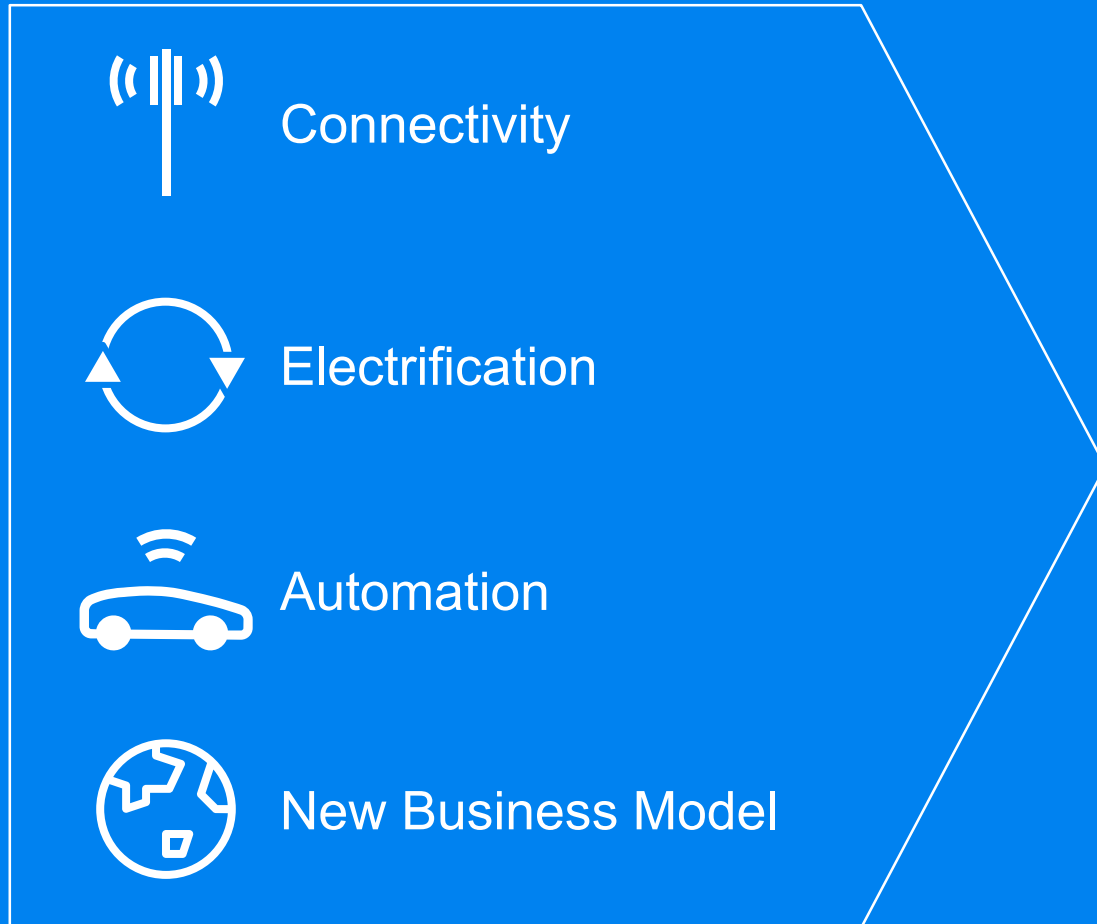
The evolution of the automotive industry



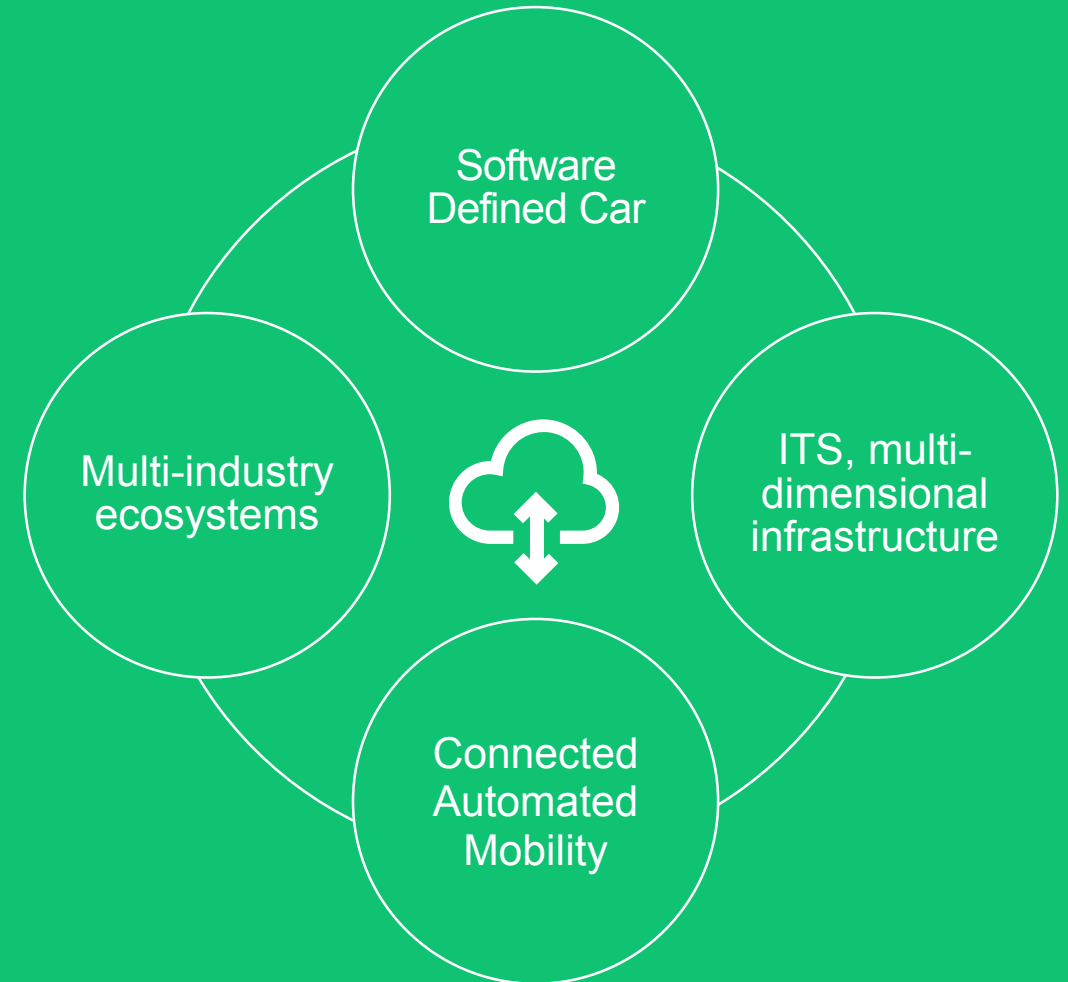
Creating a huge opportunity for the automotive industry

* <http://money.cnn.com/2017/02/07/technology/car-data-value/index.html>

The four mega trends



Creates new opportunities



Key considerations for automotive OEM's



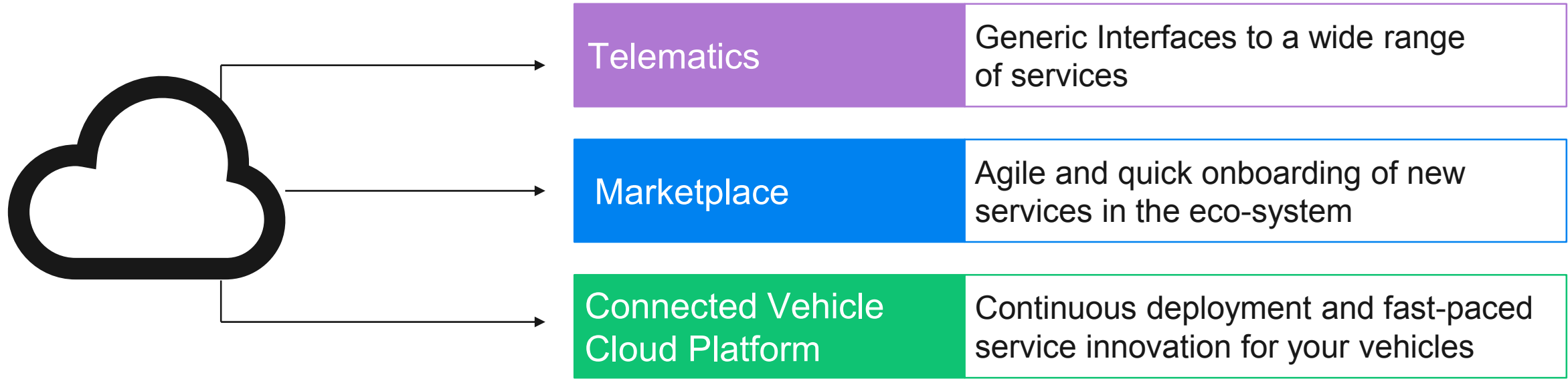
How to adjust
to be more software
focused, as vehicle
data becomes
increasingly
valuable

How to build
a system to future
proof coming driver
demands

How to capitalize
vehicle data in a
secure manner

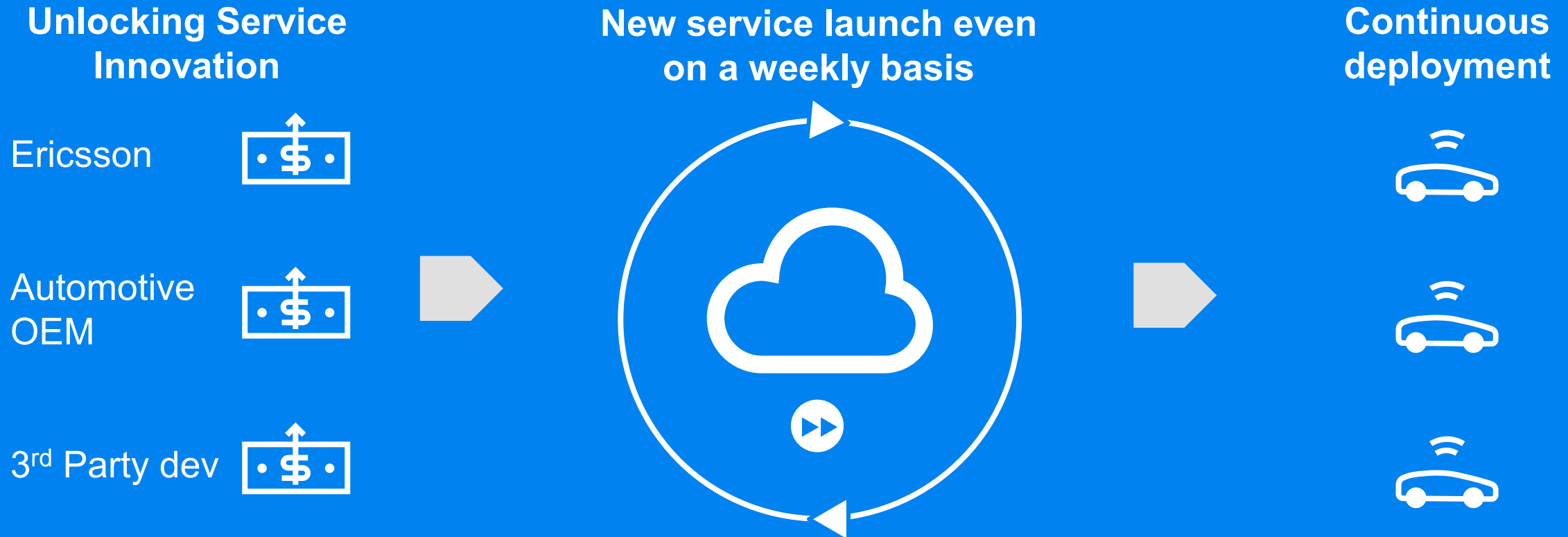
Enabling quick service deployment and building for the future is key to stay relevant

Gear up! with Ericsson's connected vehicle cloud



Create a top class driver experience of seamless connectivity with up to date and relevant services with enabled telematics and infotainment

Continuous deployment and fast-paced service innovation for your vehicles



Connected Vehicle - Cloud Platform

Continuous deployment and fast-paced service innovation for your vehicles



Speedy development

- Decouple application development from infrastructure
- Well-defined APIs
- Software Development Kit
- Application hosting
- Automation support
- Developer Ecosystem



Quick to deploy

- Continuous Integration & Deploy
- Flexible & Scalable Cloud Environment
- Policy based control of users, applications and infrastructure, enabling stability and governance

Agile and quick onboarding of new services in the eco-system



- Fleet Operator
- Automotive OEM
- Driver & Owner
- Delivery company
- Insurance company
- App developer
- Content provider
- Support center
- Repair shop

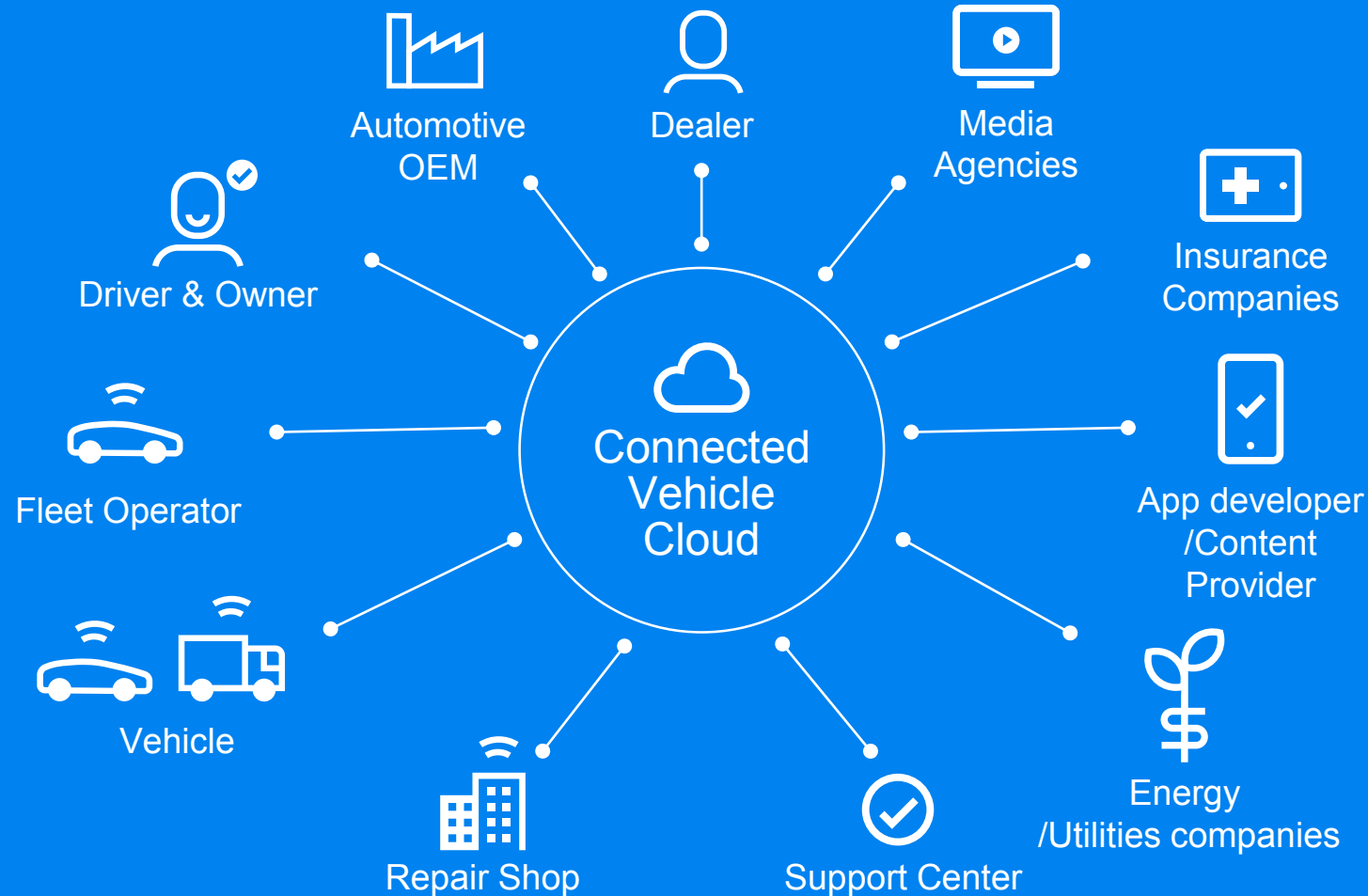


- ✔ Orchestration of vehicle data
- ✔ Consent management
- ✔ Automated partner management
- ✔ Billing and settlement

Connected Vehicle - **Marketplace**

The connected marketplace

– Establish the wider automotive eco system



Generic interfaces to a wide range of services



Telematics Vehicle Data Protocol



Remote Safety



Remote Control



Remote Status



Remote Security



Journey Log



Remote DTC Handling



Time to gear up!

**Open up to
stay ahead!**
Transform the
vehicle to be a
software defined car

Act now!
Rapidly deploy and
integrate services,
content and
applications in your
connected vehicles.

**Make it a
win-win-win!**
Unleash the power
of partner
innovation - for you,
your customers and
your partners

Ericsson's Connected Vehicle Cloud is the single point to which a vehicle needs to connect

Commercial model



Ericsson Connected Vehicle Cloud

- Priced per Vehicle
- Pay only for the functionality & resources consumed
- Delivered aaS

Key benefits

- Always up to date
- Scalable from PoC to industrialization
- Guaranteed Functionality through SLAs
- Low commercial risk

Connected Vehicle - **Telematics**

Connected Vehicle - **Marketplace**

Connected Vehicle - **Cloud Platform**

Trusted partner for connected vehicles



