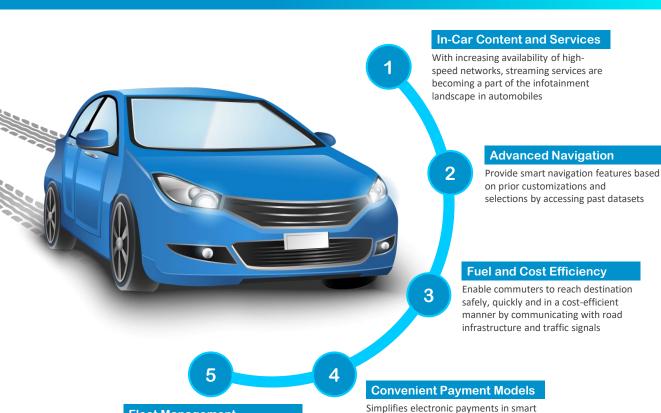


Connected cars have progressed from E-call to 4G LTE that offer remote diagnosis optimizing the accessibility and comfort, allowing customers to use time productively



Connected applications in automobiles allow users to optimize its own operations, maintenance & provide comfort using onboard sensors and internet connectivity to customers



Drivers for Connected Cars

speed control and so on

Fleet Management

Aids in vehicle location tracking and

scheduling, connected vehicle sensors, fuel tracking, vehicle usage analytics,



Urban traffic congestion

Rising disposable income of people resulting in higher vehicle ownership



Smartphone

Demand of consumers for Smartphone features are attributing to the growth



vehicles by automatically charging through

Digi wallet embedded in the car dashboard

Technological **Advancements**

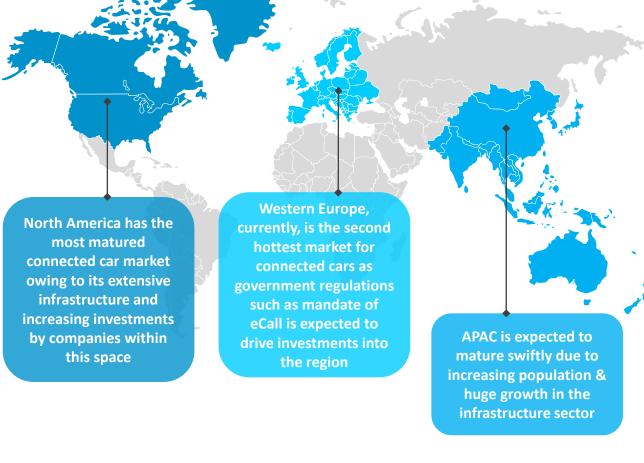
Innovative technologies will boost the automobile sales

Challenges to Connected Cars

- Concerns with security, privacy, and data analytics and aggregation due to the large volume of information being accessed and shared
- Issues of upgrades and maintaining connectivity can be a challenge due to innovative technology



Geographical Landscape



Several global automotive players such as BMW, Audi, Tesla among others in collaboration with telecom giants such as AT&T and Verizon offer mobile connectivity solutions

Key Players for Connected Cars









Deutsche







Key Technology Providers at&t







verizon^v

Notifies the driver with estimated time, suggests nearby BMW centers, fuel station & parking slot available

BMW mobile App

- Drivers can remotely lock the doors, flash the lights and also view battery state of charge using the app
- AT&T Wi-Fi hotspot
- Allows AT&T users to add their Chevy to AT&T mobile share plans Allows users to connect their smart

internet with Wi-Fi hotspot

🗐 at&t

The OnStar Proactive Alerts app provides predictive alerts for vehicle

OnStar Proactive Alert

- It notifies drivers to take their vehicle in for servicing, thereby reducing unexpected repairs
- Volvo's Sensus Connect

AT&T wireless offers remote access to car functions and provides an emergency crash notification service to users

Volvo's Sensus Connect provided by

phones, laptops to high speed wireless

KEY INSIGHTS Connected cars have already made significant advancements in the current scenario with majority of

Going forward, technological advancements in the automotive sector such as digitalization, is likely to

propel the growth of connected applications in automobiles

Datamatics

the top players exploiting the market

Business Solutions Datamatics Business Solutions Ltd. (DBSL) is a pioneer in providing intelligent Business Process Management (iBPM) services. Our integrated offerings include; Database Solutions & B2B Marketing, Demand Generation & Sales Acceleration, Business Research, Finance & Accounting Outsourcing, Payroll and Contact Center Services. We leverage emerging technologies like Robotics, Machine

Learning and Artificial Intelligence to power human-machine collaboration & enable seamless delivery. As a trusted partner to Fortune

1000 companies; our focus is on driving revenue growth, operational excellence, cost efficiency & customer intimacy for global clients. We serve customers across the globe and industries like Technology, Banking & Financial Services, Media & Publishing, Events, Manufacturing, Healthcare, Automotive, Retail & CPG, Travel & Logistics and Telecom.