



LIVING THE FUTURE
since 1967

CAPITAL
MARKET DAY
LONDON | SEPTEMBER 12, 2017

Connected Car & Services

Markus Winkler

Head of Automotive Capgemini Consulting

People matter, results count.



The Automotive sector is fundamentally changing

Old paradigms are not valid any more – **disruptions** mark the upcoming change



Automotive sector is in the middle of a **Digital Transformation**

Automotive players must **transform**

- from product to **product & service business**
- from their traditional manufacturing / engineering focus to **customer centricity & digital**

New business potential means going beyond vehicle & mobility

Business 4.0 - Automotive companies must go beyond vehicle and even mobility to unleash new revenue models in services

Connected car is key asset for the sector

'Challenge 5/95' - **connected services** offer digital access to consumers life - connected services need to promise usability and situative relevance to be successful.

Automotive players need to **inherit new functional & organizational capabilities**, e.g.

- Innovation as a discipline
- Service design
- Direct selling competence – disrupting traditional retail
- Software competence and agile IT
- Data management and analytics
- Customer, vehicle and services cloud platforms



CASE is driving strategic investments of Automotive players



Capgemini does address Automotive transformation towards **Connected, Autonomous, Shared/ Mobility, Electric** (CASE) with a dedicated digital focus portfolio that we call **Automotive Connect**

Electric powertrains and autonomous driving technology will further **boost connectivity** and give room to **new business and revenue models**



Premium OEM A

- Enabling customers to manage vehicle connectivity services and personal mobility
- Establishing a new digital business model, product bundling, setting up the appropriate program structure, developing and implementing new processes and systems, steering global rollout (target >30 countries)



Premium OEM B

- Create a strategic innovation framework for OEM's connect innovation team to target the right monetization areas with connect services
- We are engaged i.e., in setting up innovative 'Functions-on-Demand' sales concept , connect support, product bundling, connect roll-out blueprint incl. local ops model

Enabling connectivity & services from strategy to implementation



Premium OEM C

- Connect strategy for OEM's corporate digital unit
- Laying out business case, services to be provided and roadmap for an After Market 'dongle solution' (plug-in connectivity & GPS device) to connect existing car park



Chinese Volume OEM

- We are a long-term partner for this large Chinese volume OEM to advise them on their connectivity / telematics strategy, the right China market product bundling and we are implementing their connected customer CRM & loyalty Oracle platform



Premium OEM B

- 24h mobility manager digital platform based on Salesforce cloud
- Providing personal mobility services for an OEM's fleet (e.g. VIP fleet) to react on predictive maintenance cases, road-side break downs, concierge services etc.



Tier-1 Supplier

- Strategic partnership with a tier-1 Automotive supplier
- Providing a digital connectivity solution based on a virtual mobility key, which can be passed on, mobile app and control portal to get remote access to vehicles
- Enabling fleets & rentals to fully digitalize their business

Together with our clients we shape the Future of Mobility



Premium OEM C

- Implementation of a complete software logistics system
- To enable the flashing of in-car software at production line with the right software version for the right build-in device



Tier-1 Supplier

- Managing the complete technology lifecycle of this suppliers' entertainment box product (in-car device) – supplied to premium and volume OEMs
- We develop off-shore box software, conduct lifecycle release management, SW logistics with full testing services



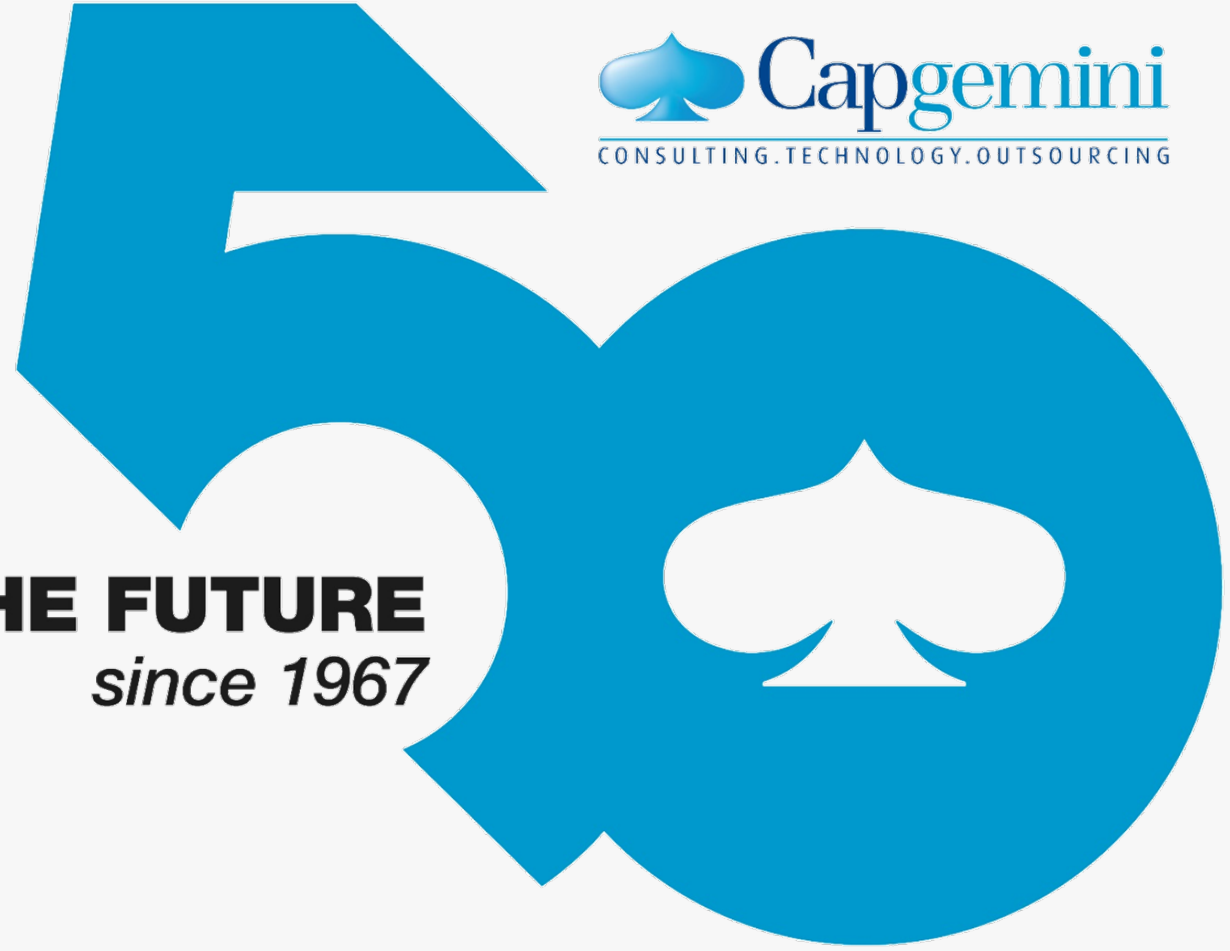
Volume OEM & Mobility

- Providing a new connectivity platform as a service
- Implementing connectivity services with 3rd parties such as parking services, automated fueling/charging payment, etc.
- Developing connectivity app for mobility venture



Truck OEM

- Connected B2B fleet services platform & enablement
- Salesforce cloud platform project across Marketing, Sales, Service and Machine-to-Machine scenarios to provide business customers with a new and better customer experience unique in the truck market to increase engagement and satisfaction



LIVING THE FUTURE
since 1967

www.capgemini50.com



About Capgemini

With more than 190,000 people, Capgemini is present in over 40 countries and celebrates its 50th Anniversary year in 2017. A global leader in consulting, technology and outsourcing services, the Group reported 2016 global revenues of EUR 12.5 billion. Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. A deeply multicultural organization, Capgemini has developed its own way of working, [the Collaborative Business Experience™](#), and draws on [Rightshore®](#), its worldwide delivery model.

Learn more about us at www.capgemini.com.



www.capgemini.com



This message contains information that may be privileged or confidential and is the property of the Capgemini Group.
Copyright © 2017 Capgemini. All rights reserved.
Rightshore® is a trademark belonging to Capgemini.

This message is intended only for the person to whom it is addressed. If you are not the intended recipient, you are not authorized to read, print, retain, copy, disseminate, distribute, or use this message or any part thereof. If you receive this message in error, please notify the sender immediately and delete all copies of this message.

People matter, results count.

