

A wide-angle photograph of a city skyline at sunset, with numerous skyscrapers and buildings illuminated by the warm, golden light of the setting sun. The sky is a gradient of orange and blue.

Create business value with Connected fleet solutions

IoT technology and car connectivity as well as machine learning systems have contributed with amazing capabilities of fleet optimization. Functionality is data driven, real-time and intelligent. The connected fleet solutions supports the transformation from ownership to usership and put the car makers in the front seat.

The wide variety of OBD-devices provides a set of vehicle data needed for managing maintenance scheduling, geographic positions and trip information. It's no understatement that the fleet management landscape is heavily crowded. So, what's new?

This white paper will cover the trends and the challenges pertaining to fleet operations, and make recommendations on how to succeed in increasing the value for the car maker and the fleet operation.

Definition Connected fleet

By connected fleet, we mean the optimization of fleet vehicles by means of connected services. Integration with the vehicle or OEM backend, enables

business-critical services such as vehicle management, driver management, vehicle health & status and positioning. Fleet management also includes remote control capabilities. Vehicle operation is monitored for helping the overall efficiency and protect company profitability.

An app in the driver's smartphone is able to provide driver coaching, rout optimization and work schedule.

Visions and trends

There are two major transformation factors to consider in the connected fleet area:

Car subscriptions, car sharing, ride sharing, flexible access to a carpool, car sharing with family and friends, mobility as a service, ride hailing. These are some of the services that have disrupted the traditional meaning of car ownership, and that have turned almost every single car into a member of a fleet. When you are the only owner of a car, have access to a digital key, and want to let a family member or friend use the car, you in fact become the fleet owner of one car with N number of users. You may want to settle the payment for road fees, fuel & charging, parking, etc. As a fleet owner, you want to receive all the information you need to manage this in a smooth and reliable way.

This wide range of new business models requires not one particular application, but a portfolio of digital car management and fleet services.

The second transformation factor is the evolution of connectivity. The IoT technology of cars, and the new software-based car, produce massive amounts of data - that can turn into valuable insights and features through continuous over the air updates. The power of real-time secure and private car data and car status, secure, combined with user centric services, is simply groundbreaking.

With minimal effort, new business models are made possible just by providing the right set of vehicle information to the owner, user, service manager and/or mobility provider.

Being able to turn every car into a fleet member through retrofit devices, cloud-to-cloud integration, TCU-integration and in-car connectivity integration, provides your business with exciting opportunities. You can focus on brand loyalty and multi-brand business opportunities with same the capabilities. With these perspectives in mind the crowded fleet management landscape suddenly seems quite empty.

Many operators on the market offers, one system fits all solution providing all traditional fleet management features in one application. They all assume that the business of fleet management is settled and scoped.

At WirelessCar, our approach is different, and shall we say, we have high hopes for the future of mobility.

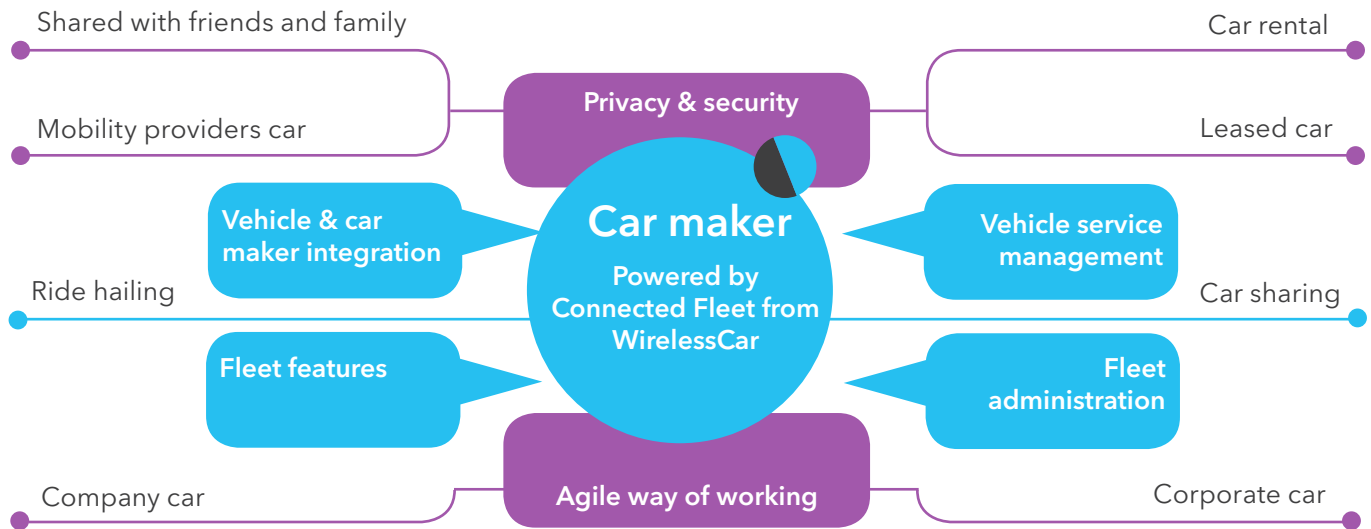
We believe that sustainable mobility relies on the increased utilization of vehicles, demand-based availability of rides and cars, the sharing of individual choices and preferences and a democratic and personalized cost & fee structure. Operators who provide these things will only be able to sustain their business if they are supported by a highly adaptable, data-driven, business process.

The Car makers of today support these business partners while also acting as mobility providers.

By turning every car into a connected mobility resource, and turn every piece of car data into a source of mobility business intelligence, Wireless-Car provides business power for car makers that aim to make a difference. We remove the limitations of brand-specific fleet management and empower you

The mobility of the future will require an extensive portfolio of managed services that create business value





Connected Fleet supports several different business models for the car makers.

with connected car business services addressing the entire mobility landscape.

Challenges

As a fleet manager, you want to be able to easily optimize time on the road for all your vehicles. The fleet manager needs a good overview of all important vehicle data and all crucial events that are linked to the vehicles and the drivers. Vehicles are added and removed from the vehicle fleet efficiently. Lifecycle management of software services in the vehicle is dynamic and flexible, making the vehicle personalized and customized for each user case.

Connected fleet services are developing rapidly. Electrification, the sharing economy and connectivity all increase the demands on the suppliers and create opportunities for fleet owners.

Below are five important challenges that need to be taken into consideration when deciding on how to work with vehicles as a group or shared in a fleet context.

Increasing amount of fleet data and analytics

Analyzing Big Data to find actionable insights will continue to gain importance as fleets become more connected and the amount of data continues to grow. Tracking of the fleet allows for complete transparency regarding the conditions of fleet vehicles and driver behaviors. Fleet managers can benefit from the data stream the fleet management software provides.

The changed role of the fleet manager

The fleet manager role has transitioned from utilizing a tactical management style to become one that requires a strategic management style. Treating relevant fleet data and analyzing it critically is no longer a distant idea; fleets can already do this now and future fleet management developments only enhance the ability of the industry's ability. Fleet management must be associated with the company's core mission. Performance measurements should be linked to the company's strategic goals in order to develop meaningful key performance indicators (KPIs) for the fleet, engage stakeholders, consider internal and external factors, identify key actions, and gather support information for each action.

Increasing amount of software

Is the management of the software flexible enough? The right services need to be applied to the right vehicle and the services should be able to change over the vehicle's entire life cycle. That requires an awareness of which software should be applied to a particular car model.

Video analytics

Many accidents are caused by distracted drivers. By studying a person's eyes, face and head movements, conclusions can be drawn about that person's alertness and focus; information that can increase fleet driver safety. Live video communication vehicle to vehicle and vehicle to backend is also an area of interest for the future solutions.

Target group and business model

What is your target group and what business model are you aiming for?

Examples of target groups: OEM internal vehicles, customer's corporate vehicles or mobility provider's vehicles. The business model can vary between fixed and variable costs - what is essential is to know the target group and to maintain control of the costs.

This is how we envision the business of fleet management for vehicle makers.

When addressing target groups, there may be a need for decoupling fleet management solutions for connected cars depending on maturity and IT capabilities. Some solutions demands an API some need ready-to-go solutions.

The mobility environment of the future will require an extensive portfolio of managed services that create business value. Vehicle health, subscription management, connectivity management, multi brand solutions, connected car API's and callcenter solutions are some of these services creating value.

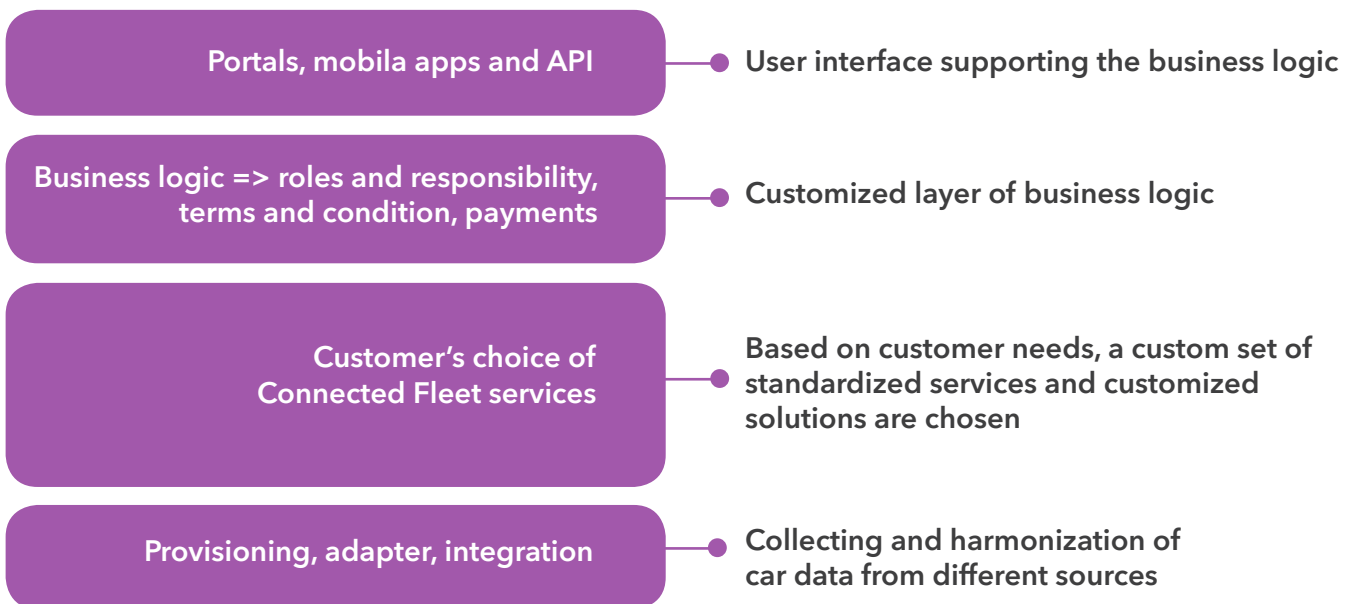
WirelessCar's contribution

WirelessCar has twenty years of experience in digital car management, in more than 75 markets. Our services are business critical to our customers; therefore we value reliability, transparency and efficiency very highly. We are a truly agile company, and work in close cooperation with our customers.

We believe in collaborating within the ecosystem of connected services, and that a combination of ideas from different stakeholders with various backgrounds will lead to great new ideas.

The car market has several challenges in a highly competitive market. Sustainability issues need to be addressed now. Car makers have the opportunity to build new revenue streams and lower the costs of shared mobility through connected fleet management solution.

Overview of connected fleet management solution



Car data from a On board device, OBD



Car data from a Telematic control unit, TCU



Car data from car makers backend

To consider

Considerations before choosing a solution for connecting the fleet.

Scalability

The solution should be scalable. This means that the design of the services should be able to handle low volumes initially with a good business approach. The solution should then be able to grow with the number of new vehicles and new users.

Global

Although the solution is launched in one country from the beginning - keep in mind that the solution should be available in several markets on different continents in the future.

Multi brand

When choosing a solution, it is important to consider which brands should be supported in the connected fleet solution. Who is the target group? What scope of car models is required for the solution to meet market demands? How should the car data be captured and harmonized in a secure way?

Integration with car makers business processes

The solution for connected fleet should support both the transformation from ownership to usership and provide the conditions for efficient maintenance of the car. This should lead to keeping the cost of ownership (TCO) low and contributing to new revenue streams. This means that the solution must be integrated with the car makers business processes. What will make your management of connected vehicle fleets competitive?

WirelessCar offers know-how in different packages

- Advisory services & discovery lab => access to our experts in standalone projects.
- WirelessCar have cloud based back-end Service APIs that are part of our customer deliveries => accelerates the launch of new digital services for connected fleet solutions
- Service delivery and support => ensures that our service can be delivered 24/7.

The next step

1. Feasibility study
2. Work through opportunities and prerequisites to ensure the right solution for your needs.
3. Proof of concept
4. Verify the business concept and its technical solution. Identify effort and risks.
5. Pilot
6. Finetune and scale according to expected volumes and chosen markets.

For more information please contact:

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