Connected Car Essentials

Smart, secure car connectivity for all car makers

Connected Car Essentials is a suite of WirelessCar products and services that delivers a secure and reliable connected car end-to-end experience to your customers. Car makers can take advantage of cost efficiency, cut time-to-market, and reduce complexity. Connected Car Essentials aims to ensure that all car makers can utilize connected car services. By doing so, they fulfill customers' expectations and address increasingly challenging market demands. Among them, the need for reduced environmental footprints, meeting regulatory demands, and the ever-growing interest in shared mobility.

Why Connected Car Essentials?

At WirelessCar, we have compiled a subset of our products and services into Connected Car Essentials. Our goal is to lower the thresholds to building a connected car program. We do this by providing standardized building blocks that allow car makers to launch a set of digital services; services for interacting with their customers and strengthening brand loyalty.

Connected Car Essentials is provided through a cloud-based backend solution that can expand over time, with additional products and services when required. This opens up the potential for all car makers, even those with lower volumes, to offer the connectivity services that drivers have come to expect when they purchase or lease a new car.

Key features and benefits

These are some of the products included in Connected Car Essentials:

Vehicle Integration. By implementing our reliable and secure communication protocol between the connected car and the backend cloud, you ensure a smooth and seamless customer experience.

Device Provisioning / Over-the-Air (OTA) Updates. Lifecycle management support of software and services, and support to manage feature or service updates.

Master Data Management. Information about vehicles, devices, users and owners can be structured and managed in a comprehensive way, while maintaining data privacy at all times.

Vehicle Status. A digital twin is set up, with up-to-date status information about the car's dynamic data, such as position, fuel level, or battery charge.

Remote Services. APIs and communication patterns that enable quick development of user interfaces that allow drivers to remotely control features in their vehicle.
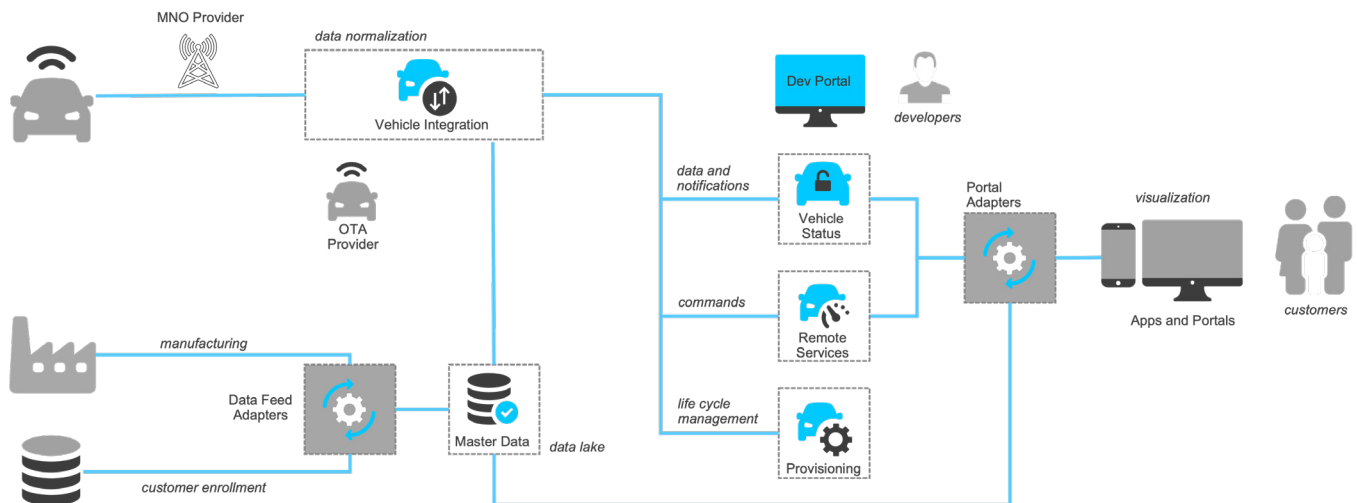
Expand and evolve your business

Connected Car Essentials creates a strong platform for car makers to build their connected car offerings from. As these offerings mature and expand, they can include other WirelessCar products as well: Call Center Services, Position & Journey, Subscription Management, for example.

We continually enhance our products based on new knowledge and our 20+ years of experience in the automotive industry. Customer insights and input from handling millions of cars worldwide (24-7, 365 days a year) certainly contribute to this work. They provide API resources for easy development and service utilization, so that you can continue to make the most out of these services.

Schematic data flow in Connected Car Essentials

Key characteristics

Connected Car Essentials is based on our long and varied experiences of cultivating OEM telematics solutions from the ground up. The standardized products are designed and proven to work seamlessly with one another while well-architected service components allow possibilities for OEM-specific configurations where needed. Our OEM-facing interfaces enable you and your partners to build the user experience you want to offer your customers. Meanwhile, your key business systems – product information systems, customer relations management and tools for customer or technical support – can benefit from the value adding data from our products. Our professional advisory services get you off to a good start tackling a global implementation with all the local variations.

Remote Services lets users interact with their vehicles, remotely controlling doors, climate and other systems using a portal or mobile app.

Provisioning

Provisioning configures the car with the certificates, addresses and the service catalogue based on factors like vehicle model, customer subscription model and TCU operational state.

Remote Services

DX

Master Data enables integration with factory systems and manages relationships between connectivity devices, the vehicles and the users.

WirelessCar provides APIs and information via a developer portal for optimal developer experience. It provides the information and guidance your developers need to get started creating value for your customers.

Master Data

Vehicle Integration

Vehicle Status

Vehicle Status provides insight into the current state of in-vehicle systems and sub-systems, providing data for insights and diagnostics.

Vehicle Integration provides what is needed for a robust and secure communication between the cloud and the TCU in the car, ensuring reliable and efficient message delivery.

Connected Car Essentials provides:

- **Global scalability and reach.** Currently, our services support most markets in the world including North America, the European Union, and China.

- **Designed for scale.** As the number of connected cars increases, so does the amount of data they provide. Our products are designed to support large amounts of data, using Amazon Web Services to secure appropriate scalability.

- **Privacy.** Data about how, when, and where a car is driven can be sensitive. All data is tagged according to data privacy regulations, and is securely encrypted and stored.

- **Security & Compliance.** WirelessCar comply with GDPR and NIST regulations and have been certified according to ISO:27001.

- **Developer friendly products.** Our products provide standardized APIs and developer documentation to reduce lead time and increase quality.

WirelessCar

Connected Car Essentials in a nutshell

Connected Car Essentials is an entry-level product for car makers that want a concise and cost-efficient solution for vehicle connectivity. Vehicle connectivity has historically been used only by premium or volume brands, due to the high threshold of complexity and the costs involved. This is something we at WirelessCar want to change, as we believe that all types of car makers need to implement connectivity to stay relevant.

Connected Car Essentials lowers this threshold by providing a flexible, cloud-based backend product that can expand over time. It is scalable in terms of additional services, the growing number of vehicles, and geographic coverage.

Connected Car Essentials allows car makers to launch their own competitive set of digital services, which in turn enables greater customer interaction and stronger brand loyalty.

Connected Car Essentials is a secure and reliable product suite, based on proven, compliant cloud-based products. Fast deployment means shortened time-to-market.

About WirelessCar

WirelessCar is one of the world's leading innovators of digital vehicle services. We accelerate service creation and turn vehicle data into business value for consumers, mobility providers, vehicle makers and society. Founded in 1999, WirelessCar has continuously built upon our heritage and grown our expertise within the automotive industry. Today, we are a highly recognized and award-winning company, connecting more than eight million vehicles in over 100 countries.

Headquartered in Sweden, with offices in the US and China, WirelessCar works with OEMs such as Volkswagen, Jaguar Land Rover, Daimler, Nissan, Subaru of America, and Volvo Cars to leverage the full value of connected services to achieve smart, safe and sustainable mobility.

To learn more about WirelessCar's Connected Car Essentials, visit our website or contact us directly to book a meeting or demo.

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