

Identification of business case potential of V2I use-cases for European market

CLIENT: AUTOMOTIVE SUPPLIER

BACKGROUND: The client wants to understand business opportunities in the European V2I market under consideration of local technical and regulatory constraints.

DELIVERABLES

- Comparison of current V2X technology spectrum (C-V2X vs. WLAN) with focus on technology, regulation & OEM preferences
- Overview of competitor landscape in V2I market
- Identification of most relevant V2I use-cases for client:
 - Development of comprehensive list of 60 V2X use-cases
 - Derivation of 11 most relevant V2I use-cases based on client product portfolio fit and potential market size
- Evaluation of business case potential & client's role in the V2I value chain for 11 shortlisted use-cases
- Identification of 8 potential customer groups and 3 potential monetization strategies
- Definition of follow up activities to enter the market

Comparison direct communication technologies

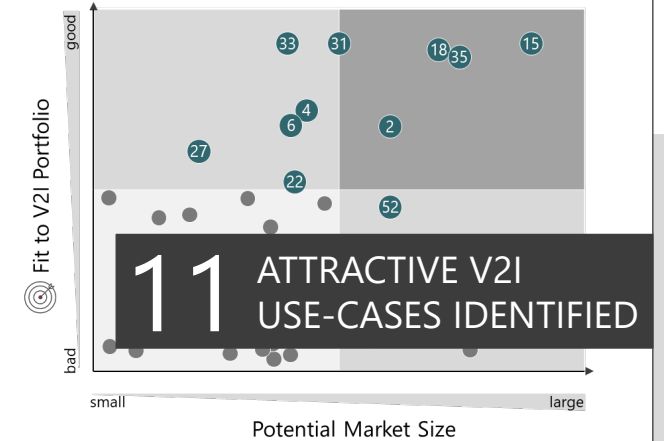


WLAN based



C-V2X based

Shortlisting of attractive V2I use-cases



Evaluation of V2I business potential

