

Strategy and technical support to define business for end-to-end connectivity services

CLIENT: CONNECTED MOBILITY SERVICE PROVIDER

BACKGROUND: The client utilizes vehicle data for end-to-end use-cases and was looking for streamlining the product offering and sales strategy.

DELIVERABLES

- Development of product portfolio
 - Analysis and validation of customer needs
 - Development of 3 product lines of use-cases based on vehicle data
 - Set-up of implementation roadmap
- Technical detailing of product lines
 - Identification of technology components of products
 - Technical expertise on connectivity topics (vehicle mesh, OBD & UDS interface)
 - Identification of applicability of data science and artificial intelligence
- Identification of market potential
 - Top-down & bottom-up market size analysis
 - Comprehensive competitor assessment
 - Business case calculation & value stream analysis

