

# Automotive Strategic Alliance

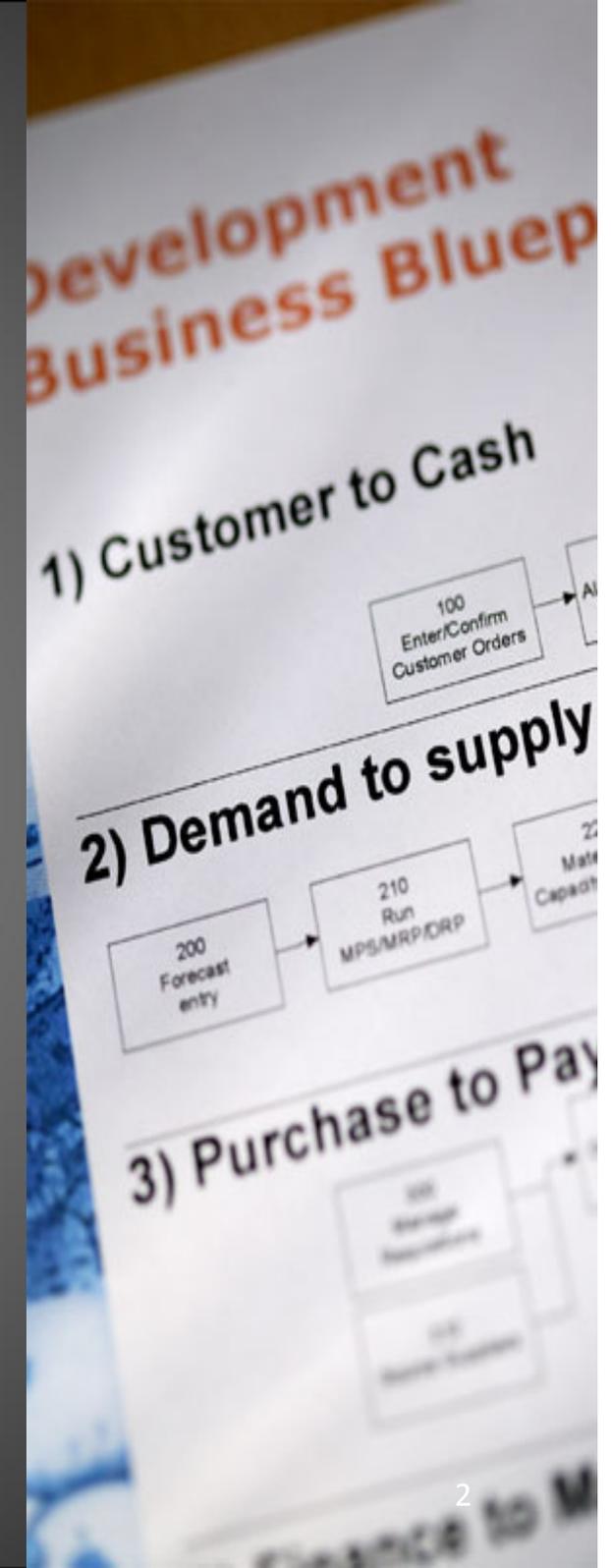
(June 2008)



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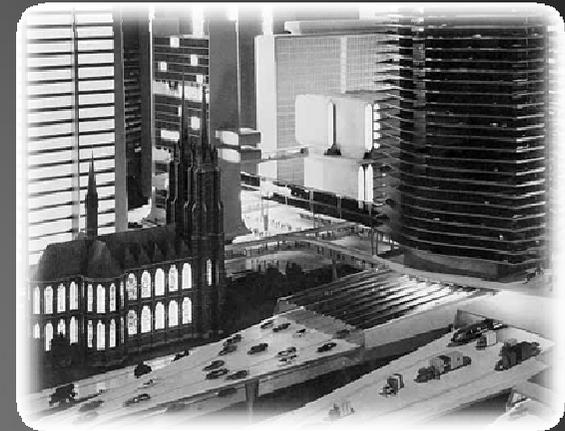
# YOUR key take away today

- 1 Understand what the New paradigm is?
- 2 Understand where all this is heading?
- 3 Understand how are we getting there?



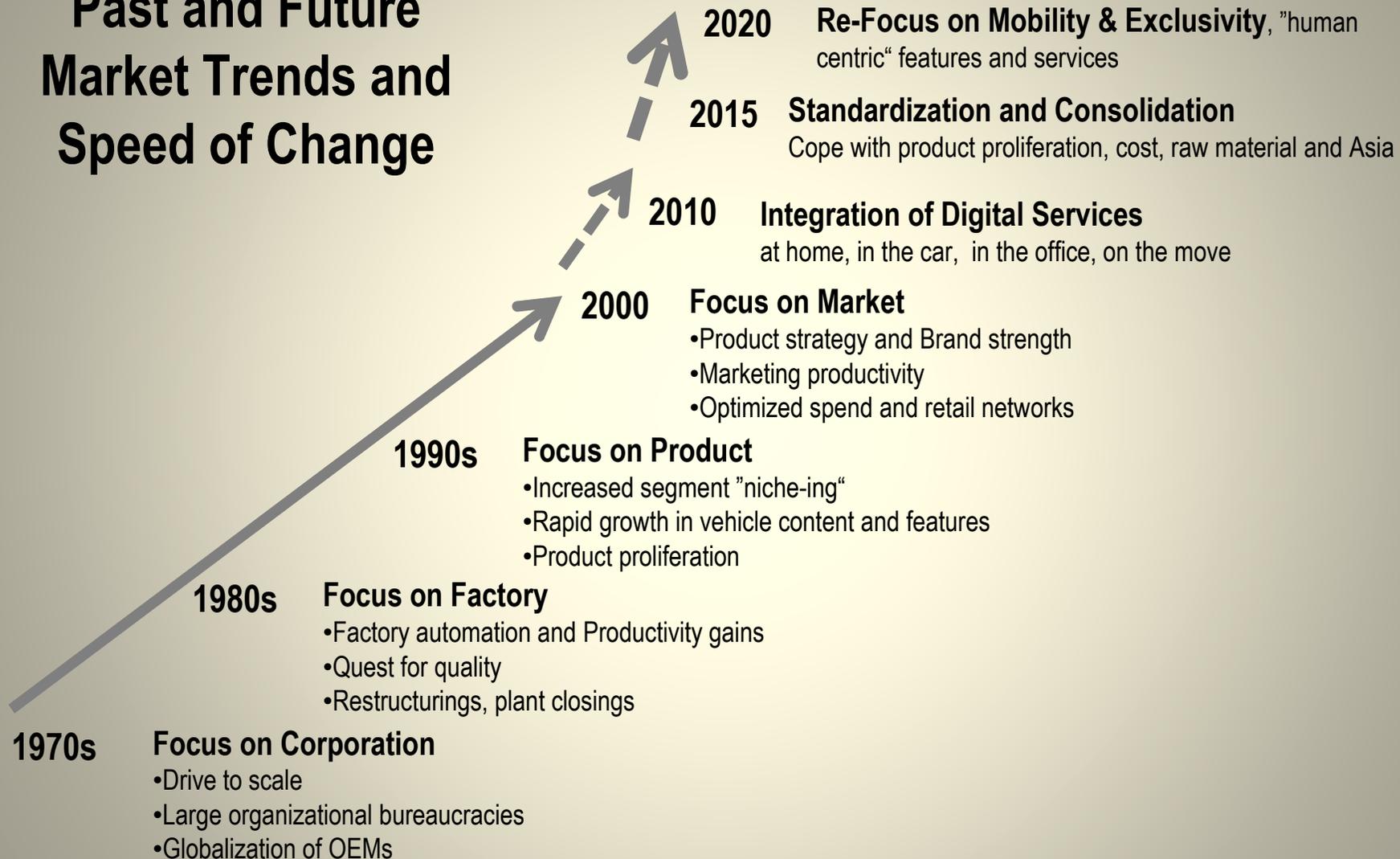
# The New Paradigm

- Mobility is the new paradigm of a modern and intelligent society moving the public citizens in a logical organized and environmental way within the City of the Future
- It is the offering to the average citizen, a pallet of efficient technology based services which enhance the quality of life and the way people move.
- It is the integration, in an intelligent way, with existing technologies and devices which the city offers to the citizen, providing more mobility, safety, security and comfort.
- It is the redesign of urban architecture of an Intelligent City promoting mobility as the most important Quality of Life enabler.

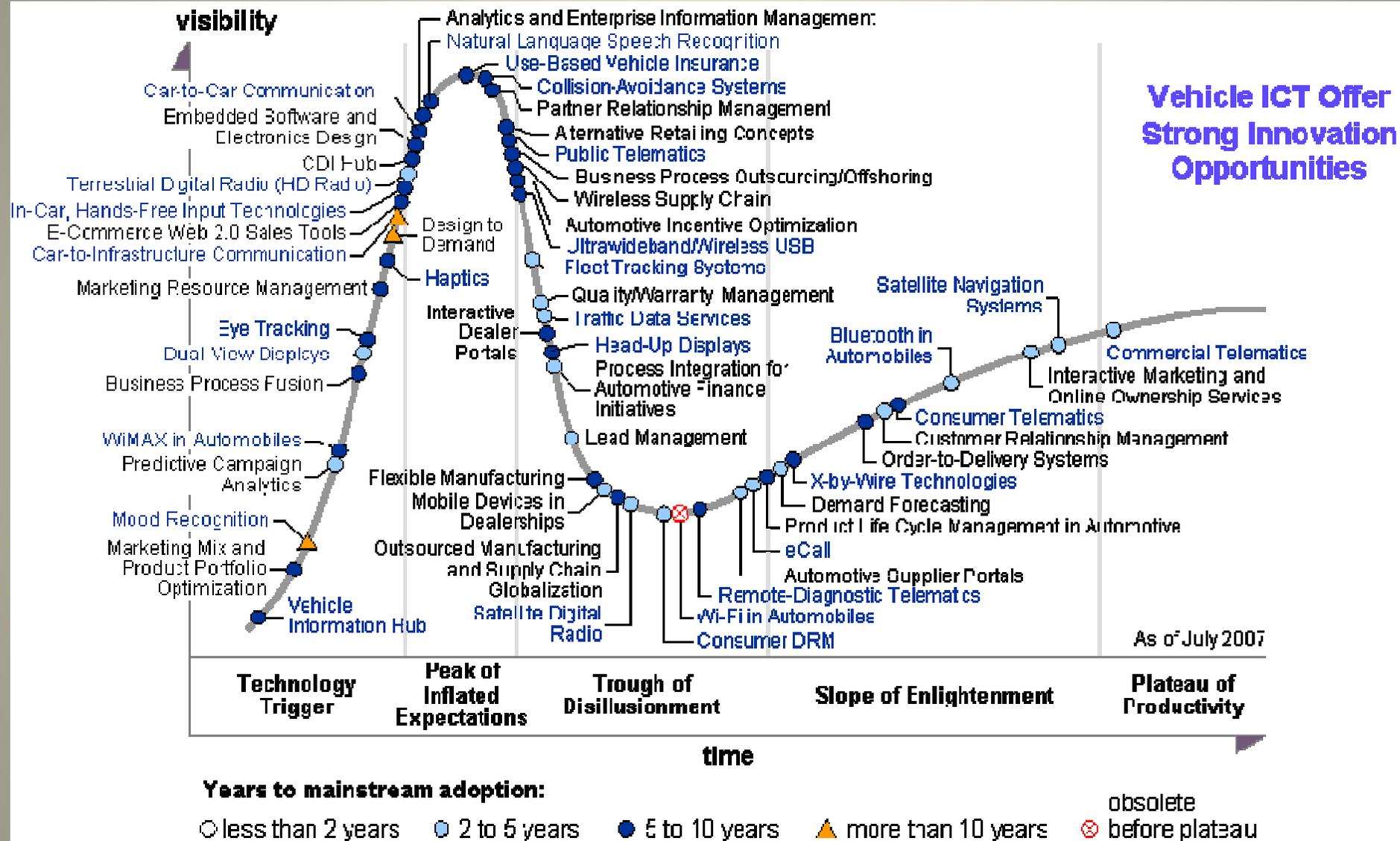


# Automotive Shifting from Manufacturing Centric to Customer / Human Centric

## Past and Future Market Trends and Speed of Change

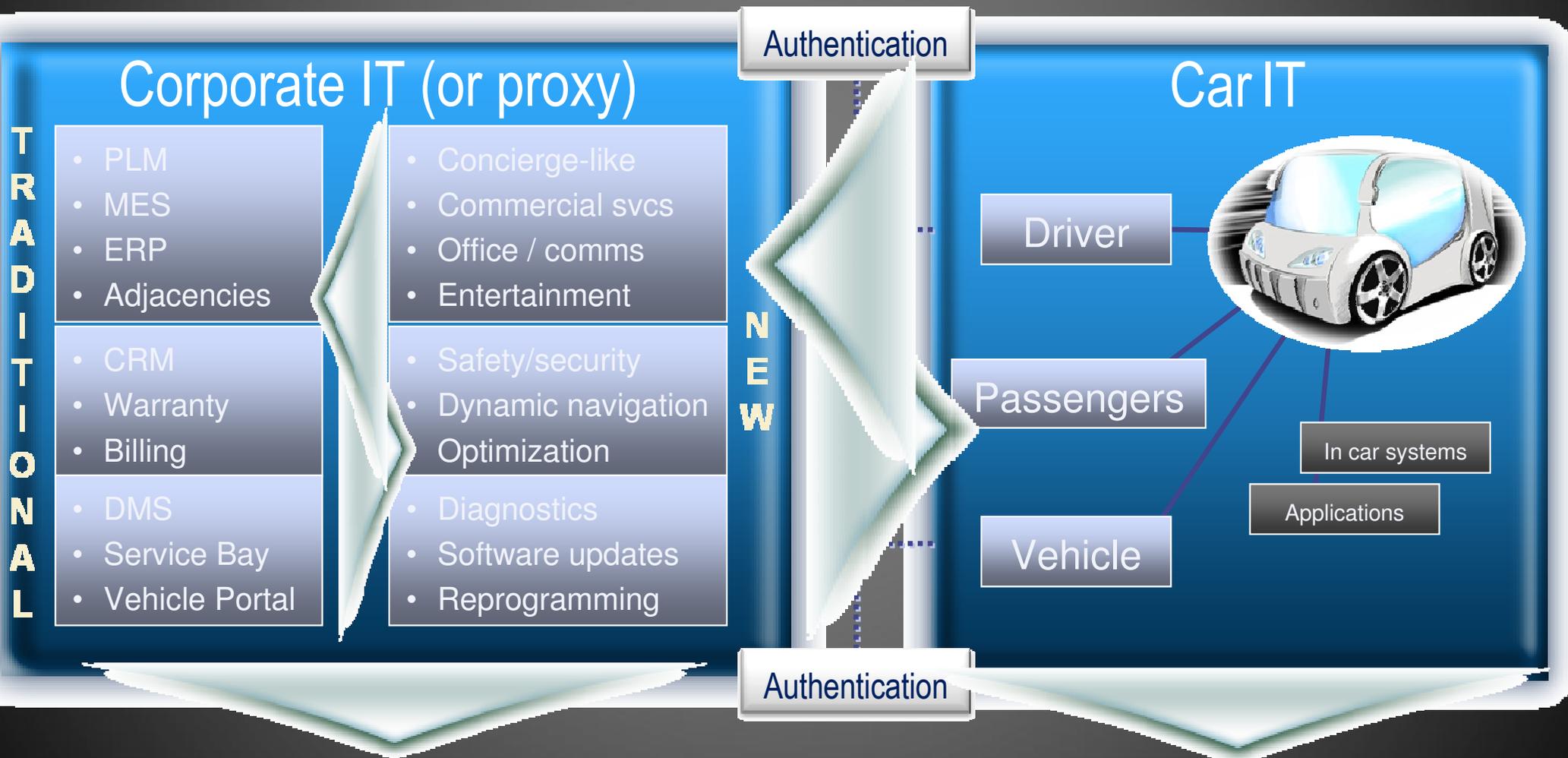


# IT Is Key Enabler For Automakers' Goals - 2007 Automotive Technology & Process Hype Cycle



# A New Segment Emerges

Integration of Car IT And Corporate IT will Become More Critical



Integrated with corporate IT supported applications and infrastructure

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Software applications integrated with / form part of in-vehicle systems and components

# Leveraging The Emerging Digital Generations



Work Life

Home Life

# A New Lifestyle Emerges: *The Digital Lifestyle*

Where the Car just another "device"



**Anywhere you are**  
(Sync-n-go, Download-n-go)

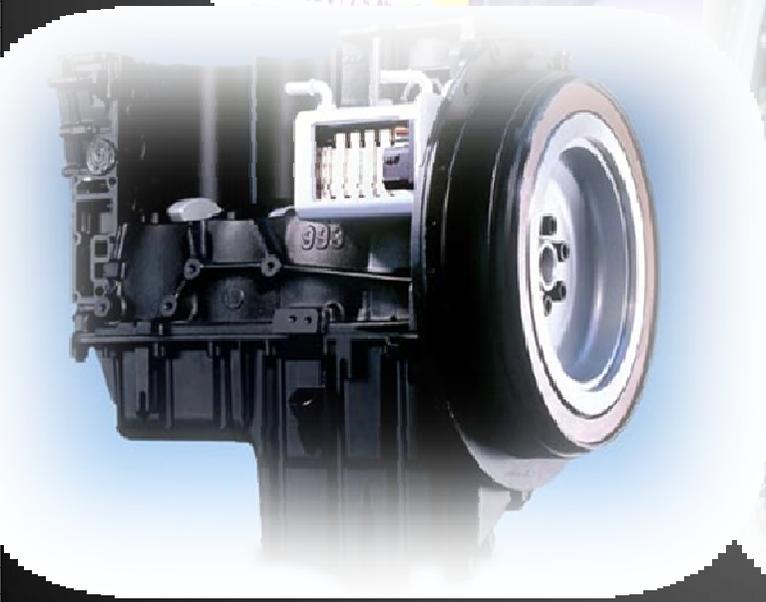
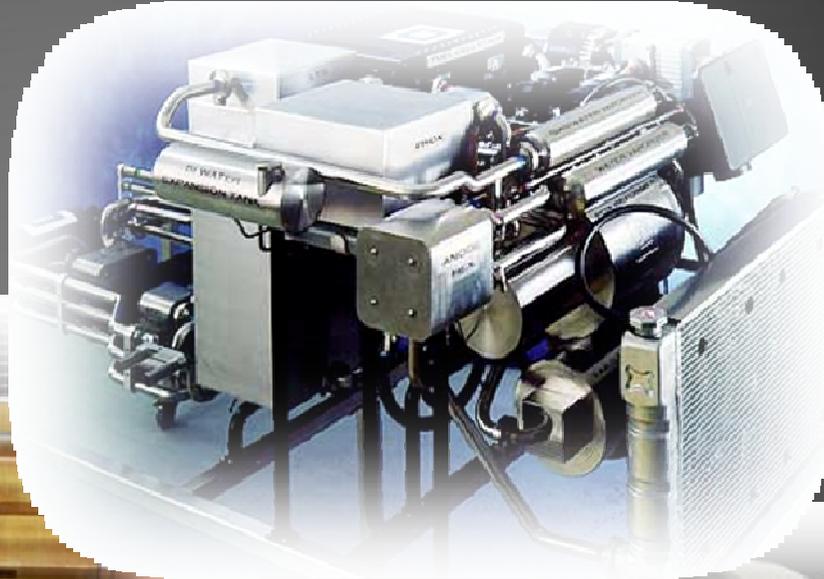
**Take on the road**  
(Burn-n-go)  
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**Any room in the house**  
(Remote streamed content)

# Innovation: City Cars



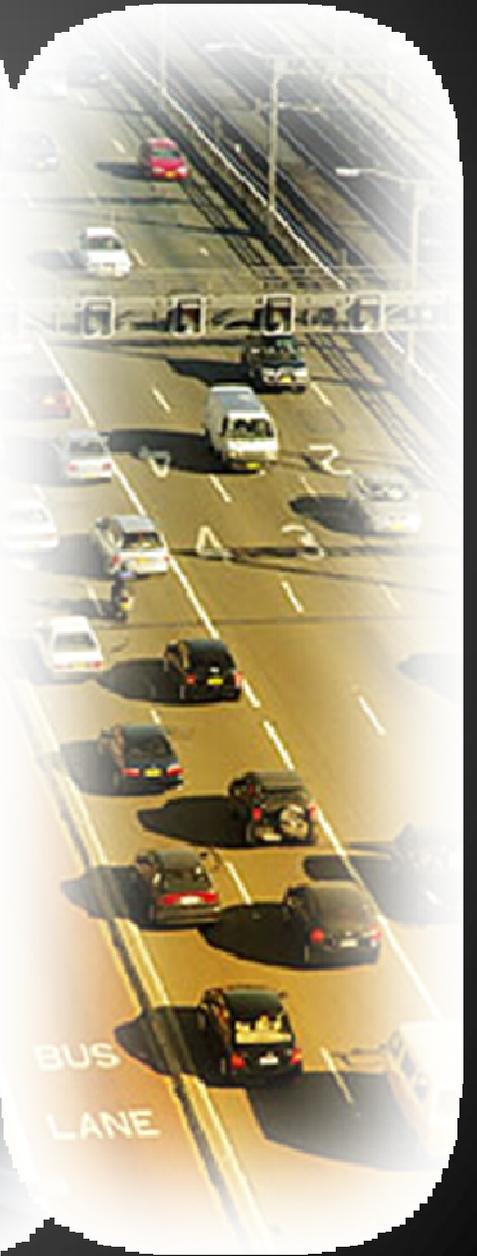
# Innovation: Power Sources



# Innovation: Alternative Fuels



# Innovation: Telematics



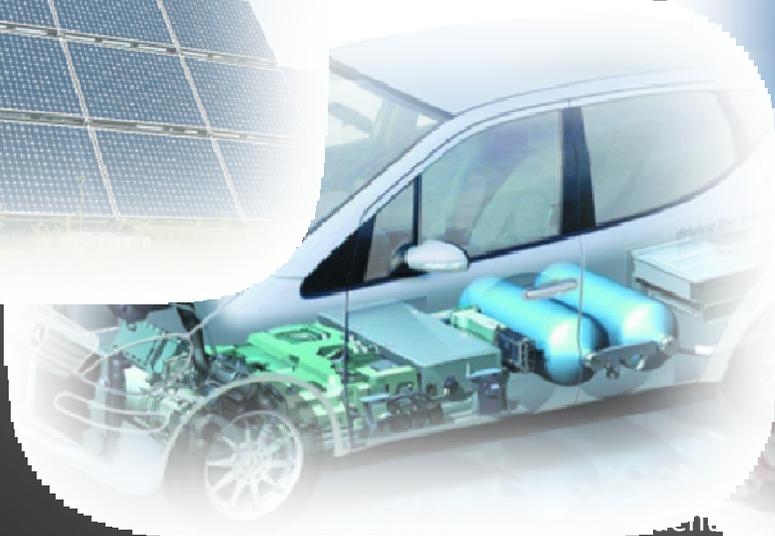
# Connectivity: Fragmentation



# Connectivity: Life Cycles



# Connectivity: Part





# Customer Focus: Aftermarket





# Customer Focus: Urban Mobility



# Mobility Services Offering Overview

## Communication

- Hands-free phone
- Instant messaging
- Email (speech enabled)
- Capability sharing
- Flexible network usage

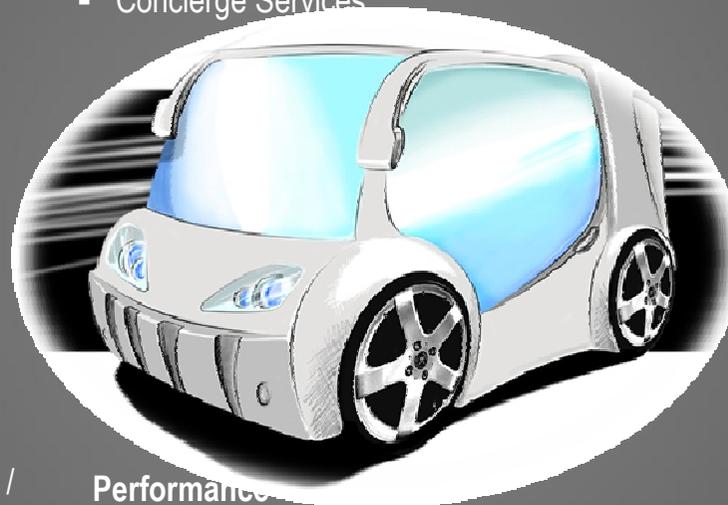
## Convenience, Information, Entertainment

- Media/file server
- In-vehicle TV/video/music
- Internet access (passenger)
- Driver (geo-)informational services (via speech agent)
- Location-based services
- Route-optimizing navigation inc. real time traffic/construction
- Traffic data via aggregated speed data
- Calendar and task management integration with navigation
- Find local businesses / products / service centers / affinity services
- Geo-marking / geo-fencing
- Vehicle locator / tracker
- Online insurance / service / warranty / feature purchase
- Device integration / sharing
- Home – car integration (e.g. Media & playback sync, recipe-to-shop)
- Office – car integration (e.g. Email / voice mail / documents sync)
- Phone/device as car key/remote

## Customer Relationship,

## Engineering, Manufacturing

- Detailed vehicle use data (individual & aggregate)
- Detailed vehicle performance data (aggregate)
- Real-time vehicle user feedback via dialog option
- Concierge Services



## Performance

- Driving pattern recognition / response selection
- Driver / vehicle / geography profiling & logging
- Component monitoring and system optimization
- Auxiliary driver-customized instrumentation
- Driver technique analysis
- Use collected data in games

## Safety and Security

- Biometric security & safety
- Vehicle tracking (stolen/teenager)
- Airbag deployment monitoring
- Remote door unlocking (also remote HVAC, engine, load data)
- Panic alarm
- 'Dead-mans handle' for fleets / teenager / other high risk situations
- Vehicle response mitigation

## Maintenance, Repair, Fleets

- Remote diagnostics/prognostics
- Maintenance optimization thru use / environment profiling (individual/ fleet)
- Fault correction / mitigation / automated service scheduling
- Warranty recall mitigation (focused via build/performance/environment)
- Self-check / service bay check
- Accurate / genuine / necessary replacement part validation
- Vehicle use / service history helps decision making, reduces used vehicle fraud
- Fleet scheduling / ordering / dispatch / monitoring
- In-vehicle payment / identity services
- Service history = what/when/who

# An Eco-System: The Key Benefits (an example)

## Car/Vehicle Manufacturers

- New Marketing Tool
- Remote Diagnostics
- Callback Management
- Improved CRM
- Higher Customer Loyalty

## Insurance Companies

- Pay per Use
- Pay as you Drive (PAYD)
- Theft Recovery Cost Reduction
- Accident Scenarios Recreation
- Driver Behavior

## Public Authorities

- Toll Collect
- Congestion Zone Charge
- Infrastructure Saving
- Fine Management
- Control of Vehicle Regularity
- Traffic Monitoring

## Public Authorities

- Free eCall
- Custom Tailor Services
- Better Service Awareness

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# Video: Voice of the Customer

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# The Vision: Human Centric Services



# Thank You

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