

Business Model for the Software Defined Car™

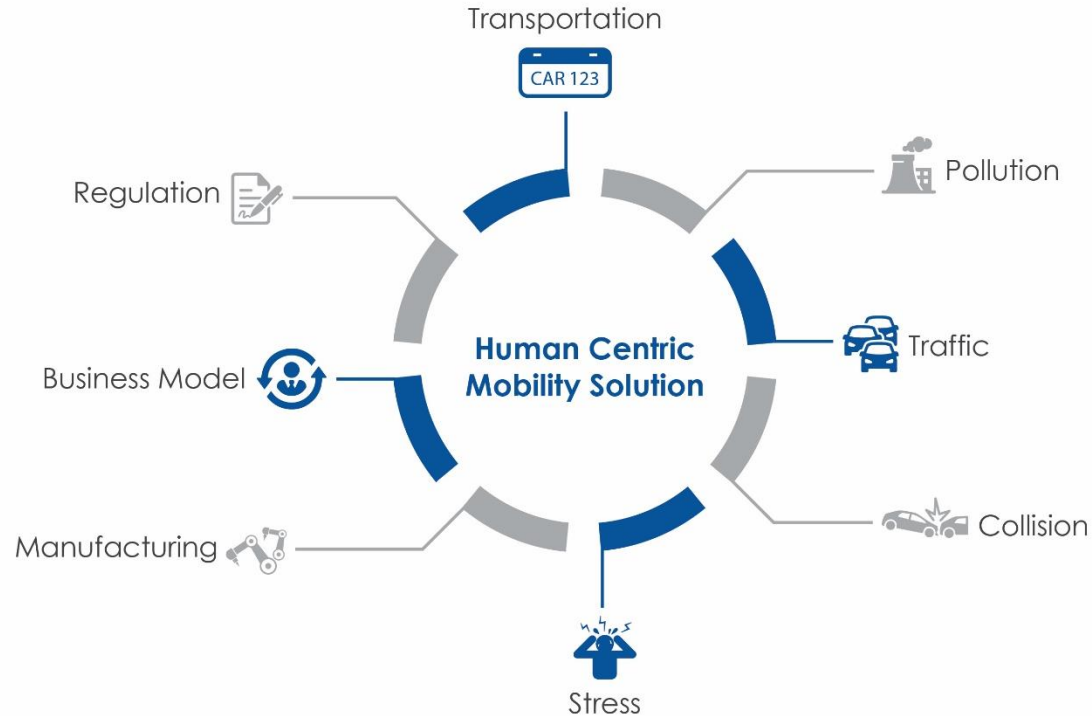
Building a sustainable and monetizable IoT solution

Company Profile

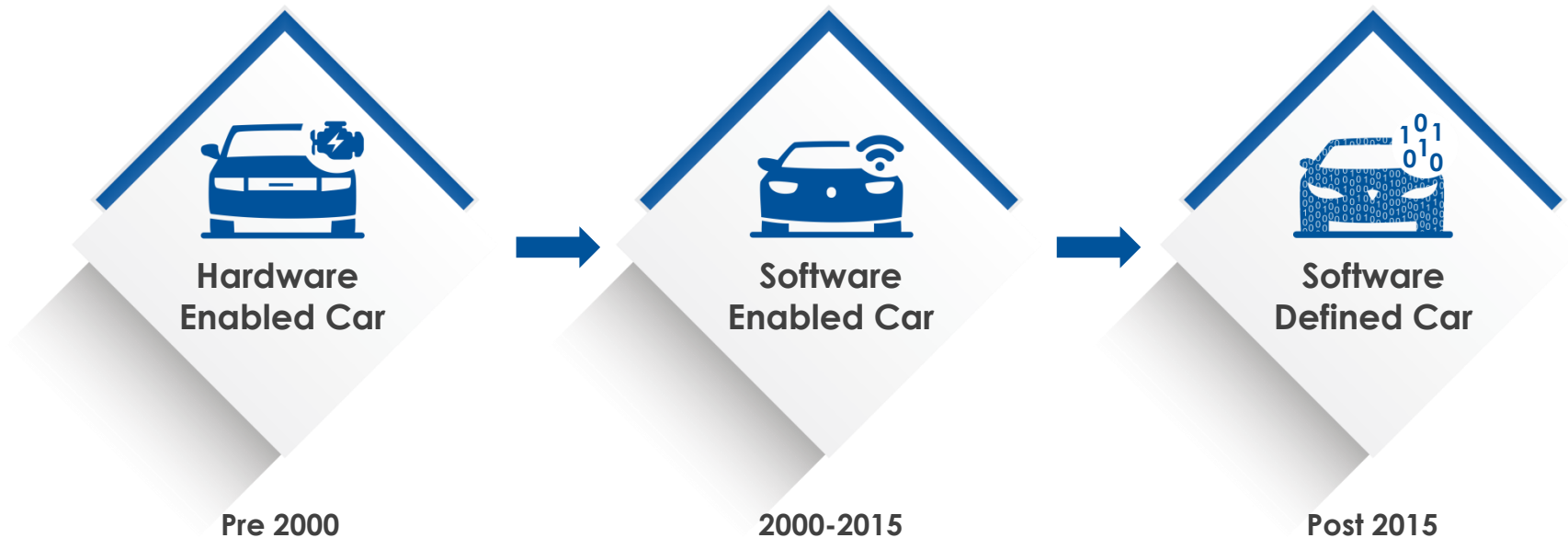
Founded in **2003** and headquartered in **Detroit** with
offices in **China, Europe, Mexico** and
Silicon Valley

Updating 3M vehicles per year
Equal to **5.5 vehicles 'every' minute**

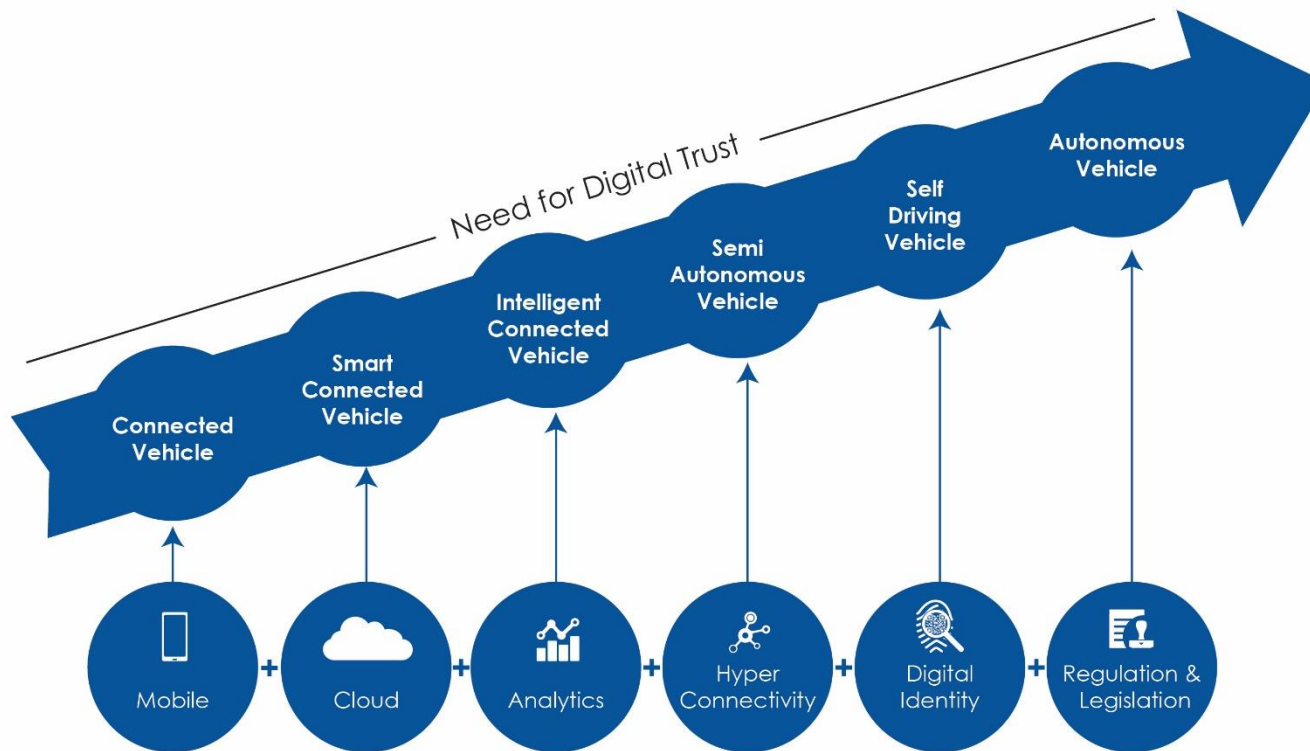
Vision for Mobility Platform: 2020+



The Era of the Software Defined Car



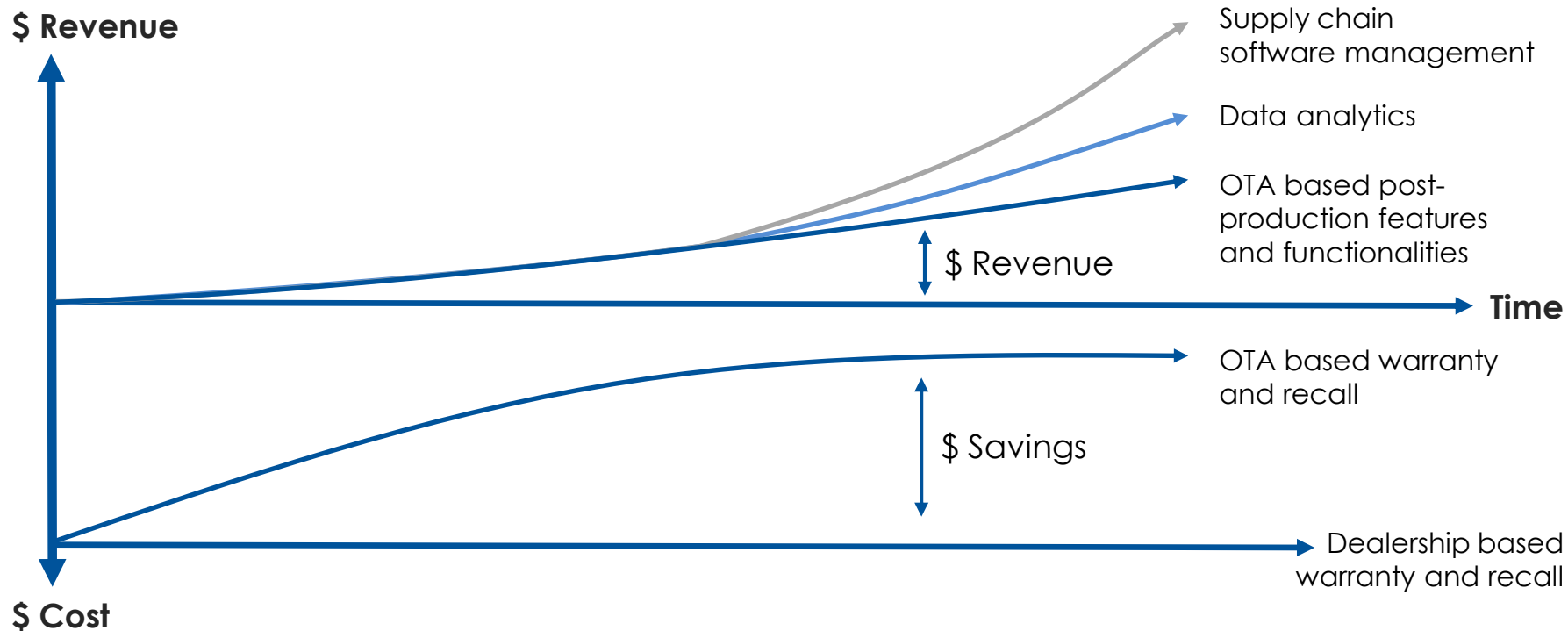
Roadmap: Software Defined Car



Automakers' Care About



Business Outcome



Ecosystem Framework

SERVICES

Managed
Services

Professional
Services

Support
Services

3rd Party & Open
Source Eco-System

Business Processes &
Ent Apps

IOT Solutions &
Industry Apps

Unified OTA Platform

Software Lifecycle
Management

Big Data Platform

Chip to Cloud
Security

Automotive

Transportation
Infrastructure

Manufacturing

Smart Grid

Current

Roadmap

Partner

THANK YOU



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