

DAIMLER

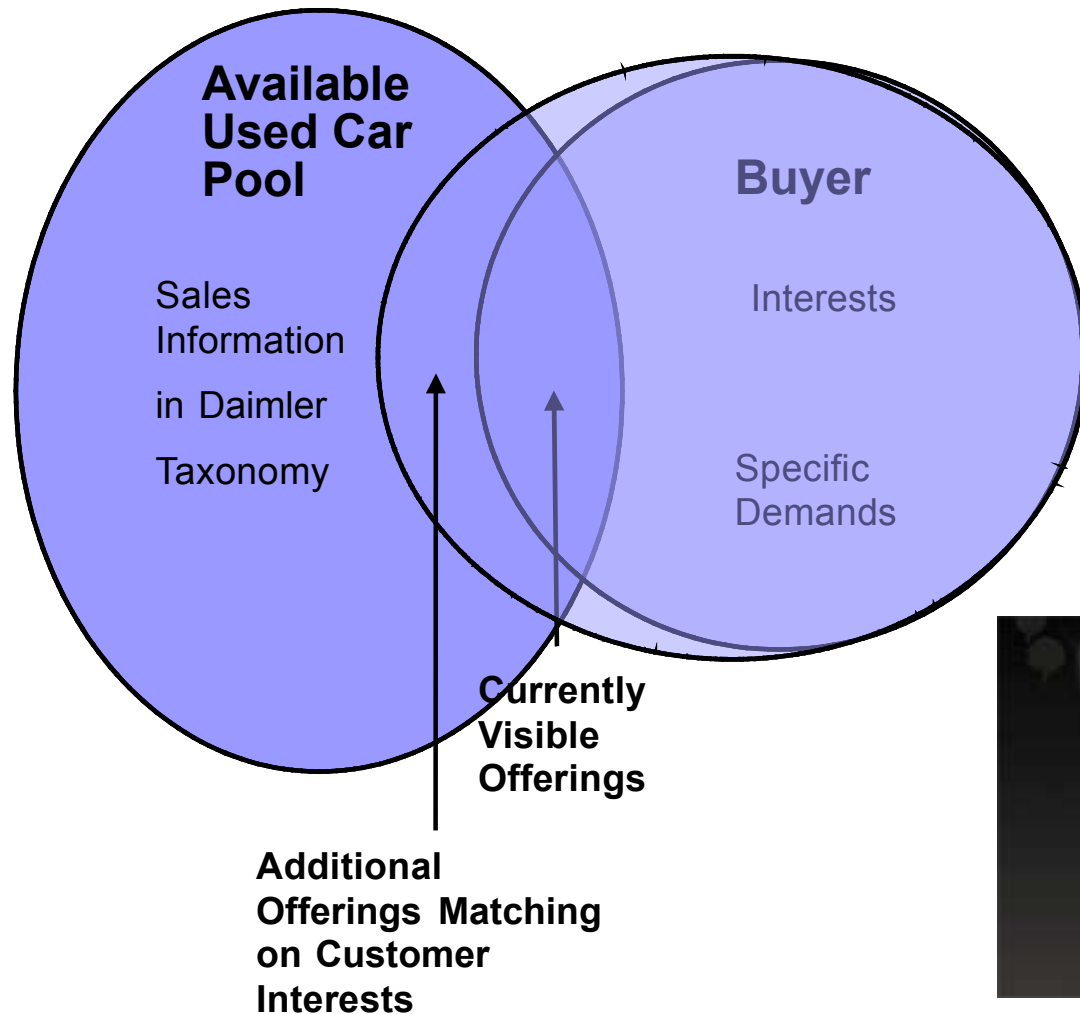
Smarter Analytics for Car Buying Experiences

Dr. Sebastian Wedeniwski

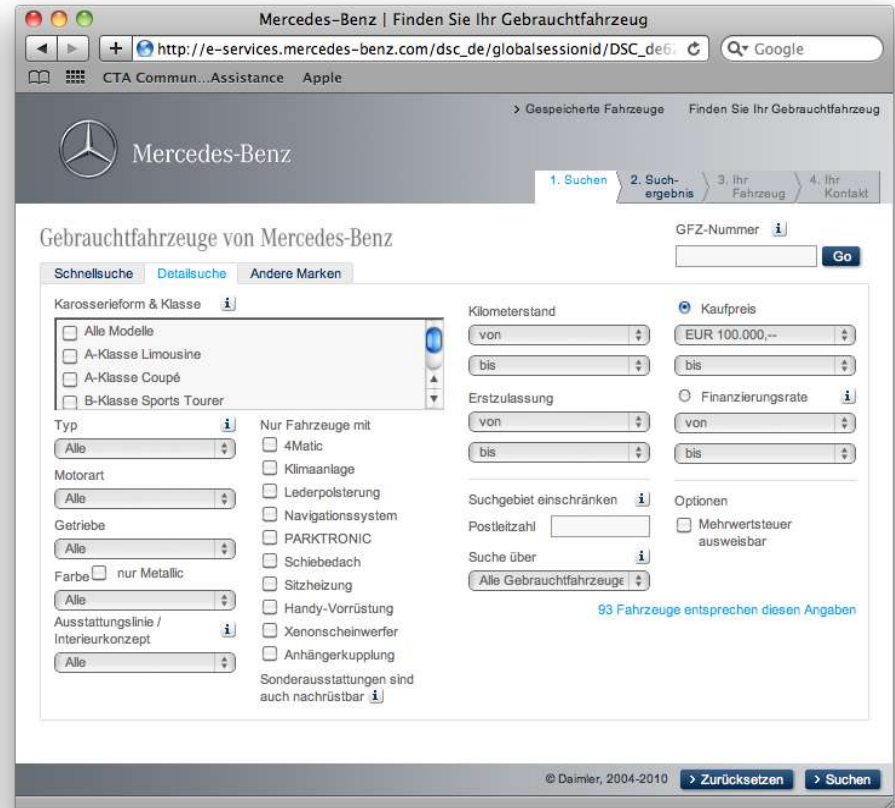
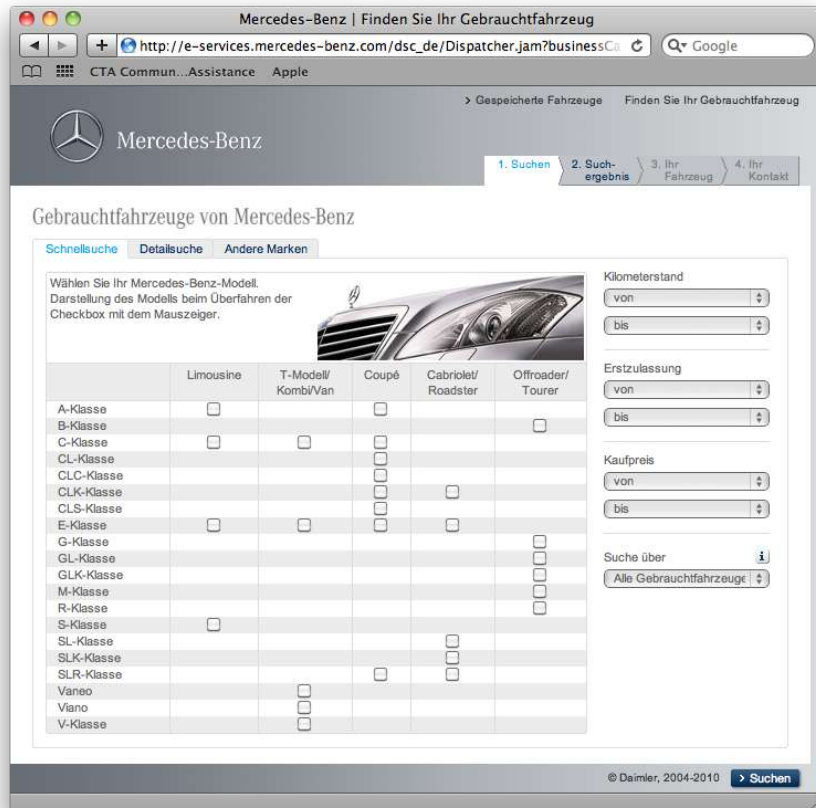
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IBM Proposal to Improve the Used Car Market

Smarter Analytics assists buyers to identify faster the right choices from a larger pool.



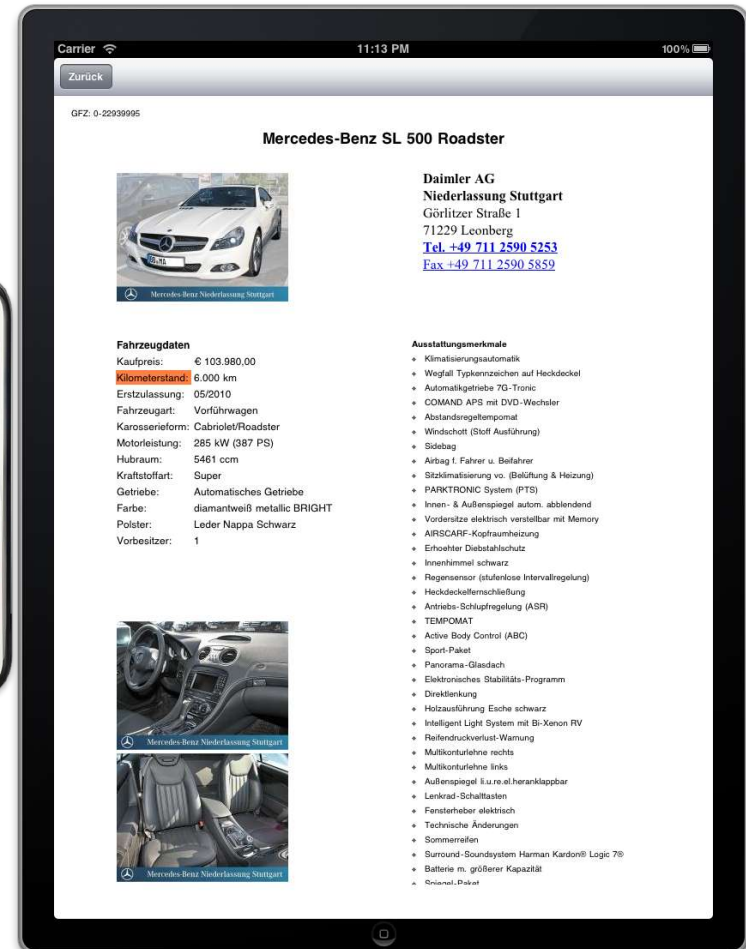
Current Mercedes-Benz Used Car Portal



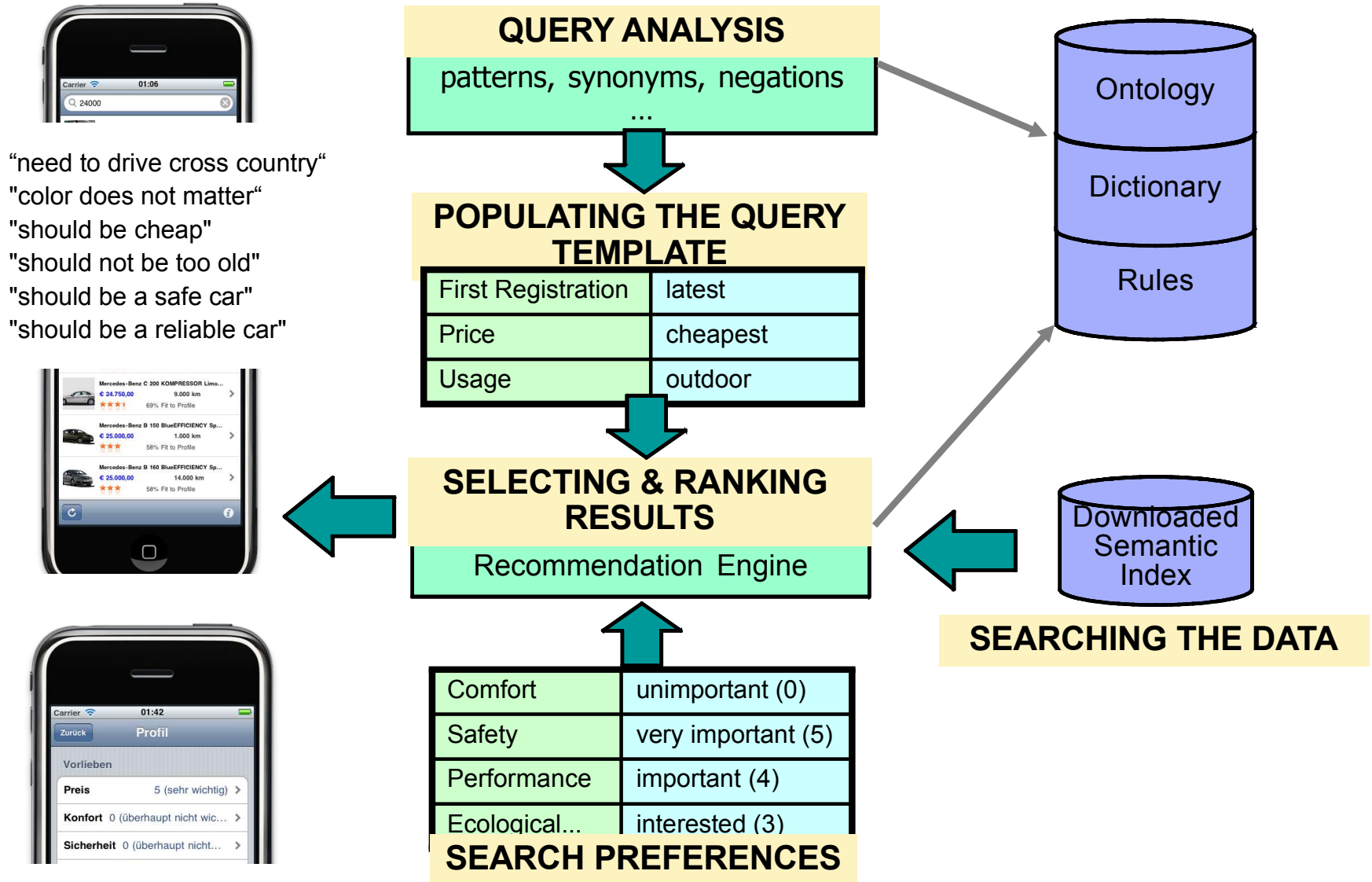
- Requires knowledge of Daimler taxonomy
- Limits search to view filter criteria on structured data
- Inflexible interface regarding specific demands of countries and buyers
- Does not assist on buyer preferences

Front-end Demo

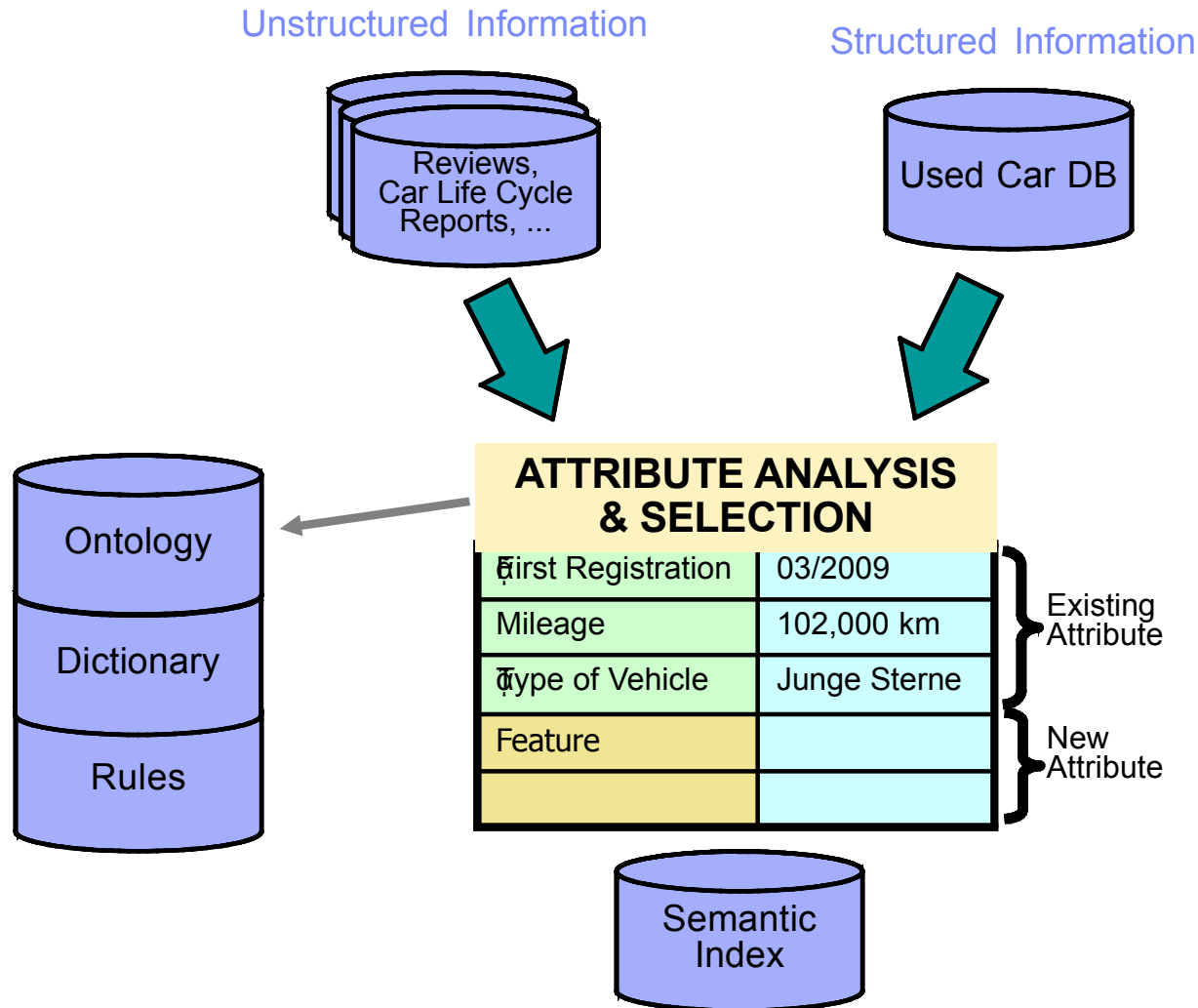
- Based on data which is available through the Web interface of the Mercedes Used Car Marketplace in Germany



Front-end Solution Architecture



Backend Solution Architecture



Benefits and Future Potentials

- Improves relation and interactions with customers.
- Generates a new layer of business opportunities and value.
- Opportunities to include additional information, e.g. detailed life-cycle information
- Additional opportunities with unstructured data e.g. Facebook for Mercedes cars

Next Steps for a Pilot

- Design and implement an incremental way to download and provide used car data
- Functional testing
- Specify Mercedes dictionary and categories for ontology, e.g. comfort, safety
- Make decision for iPad pilot (in Apple Store)



Thank You!

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