



Deployment Proven Service Delivery that Scales

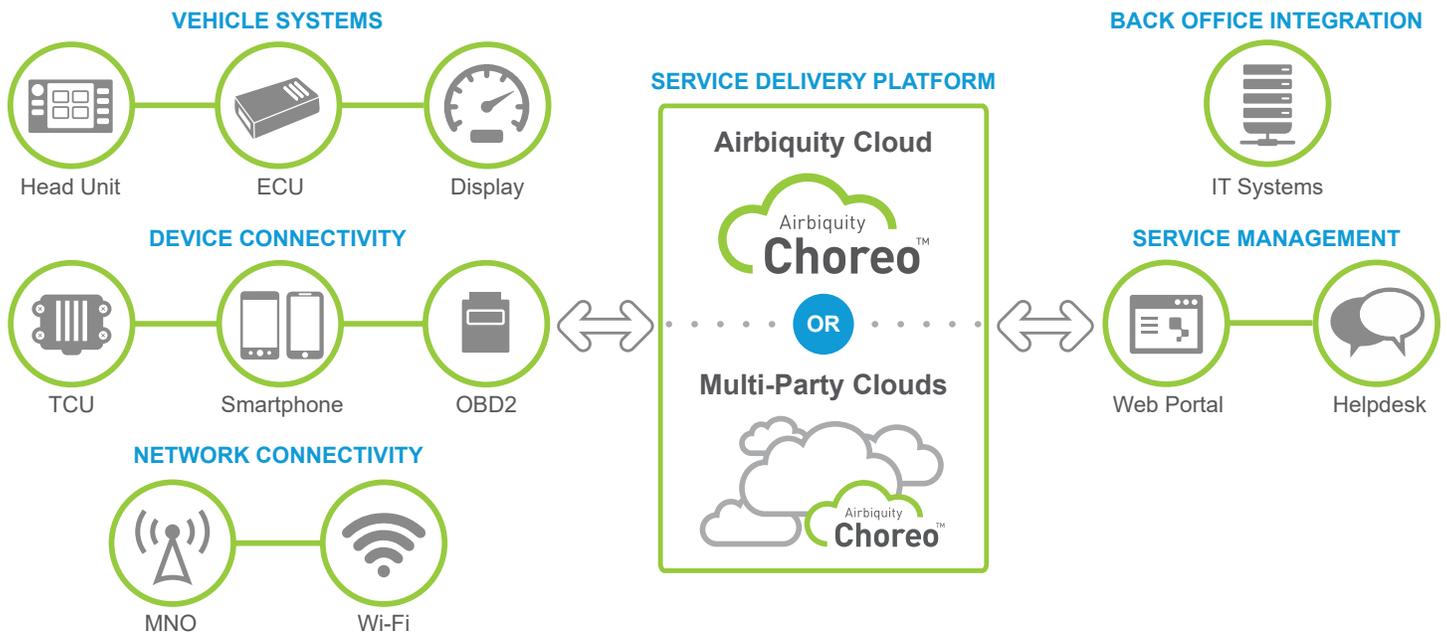
State-of-the-art connected car programs are becoming increasingly important for differentiating brands and vehicles from the competition while contributing to consumer engagement, satisfaction, and loyalty for the next purchase. Leading automakers need to create connected car experiences that are intuitive, personalized, and updatable. As automakers expand their connected car programs the ability to efficiently configure and manage service delivery for millions of vehicles around the world at the geography, make, model, and trim level will become

both a strategic and operational imperative. However, making this a reality requires a unique combination of specialized automotive telematics technology, cloud software development, and solution integration expertise that's difficult to find.

Airbiquity's Service Management offering satisfies this need today with a deployment proven service delivery management capability that lets automakers easily and reliably launch, update, manage, and scale connected car programs from the cloud.

Service Management Features

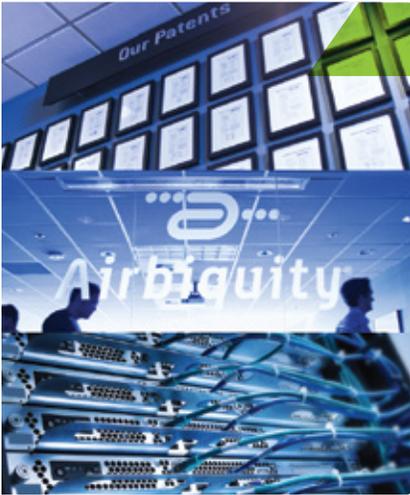
- System, Device, and Network Connectivity
- Application and Subscriber Management
- Subscriber Billing and Payment
- Back-Office IT System Integration
- Business Intelligence and Reporting
- Over-the-Air (OTA) Software Updates
- Service Management Web Portal
- Customer Service Helpdesk



Service Management Web Portal

- Vehicle and Driver Account Management
- Inventory Management and Launch Approval
- Country, Make, Model, and Trim Configuration
- Policy Definition and Configuration
- Pricing, Terms, Billing, and Payments
- User Administration and Auditing

CHOREO SERVICE DELIVERY PLATFORM



Cloud-Based Connected Car Services

Choreo is a cloud-based service delivery platform that leverages the latest technology to fulfill the expectations of connected car today—and tomorrow. Choreo's open architecture enables end-to-end service delivery or component level integration into existing services and multi-party clouds. Choreo integrates the entire spectrum of vehicle systems, connectivity devices, communication networks, content providers, and back office IT systems required for traditional and emerging connected car services. Service delivery can be easily configured and

managed at the geography, make, model, and trim level with a feature-rich web portal, including policies and role-based user administration.

Choreo is deployed in over 60 countries, and powered by a global network of secure and highly available data centers for reliable and scalable service delivery. Millions of vehicles connect to Choreo every day generating hundreds of millions of monthly transactions. Put Choreo to work for your connected car program and rest assured you've got a roadmap to the future.

Flexible

Supports new services and integrates with multi-party clouds and ecosystems

Scalable

Extends service delivery across geographies and multiple makes, models, and trims

Manageable

Provides comprehensive service delivery management, updates, and data collection

Reliable

Manages rapidly increasing subscriptions, transactions, and software and data transmissions



Application Management

Program and application management by subscription level and user type



Subscriber Management

User and vehicle subscription management, billing, and payment



Content Integration

Content, service, and IT system integration



Software & Data Management

Orchestration of firmware updates, software updates, and data collection



CRM

Business-to-consumer relationship marketing



Business Intelligence

User, vehicle, and platform data analysis and reporting

Airbiquity: Proven Leader and Trusted Partner

Airbiquity is a global leader in connected car service delivery and pioneer in the development and engineering of automotive telematics technology. We lead the industry in automotive telematics deployments worldwide and maintain established business partnerships with the most influential ecosystem players across the automotive and telematics industries. Airbiquity has the proven technology, platform, services, and expertise to make your connected car program a success.

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