

## OTAmatic: OTA Orchestration and Automation

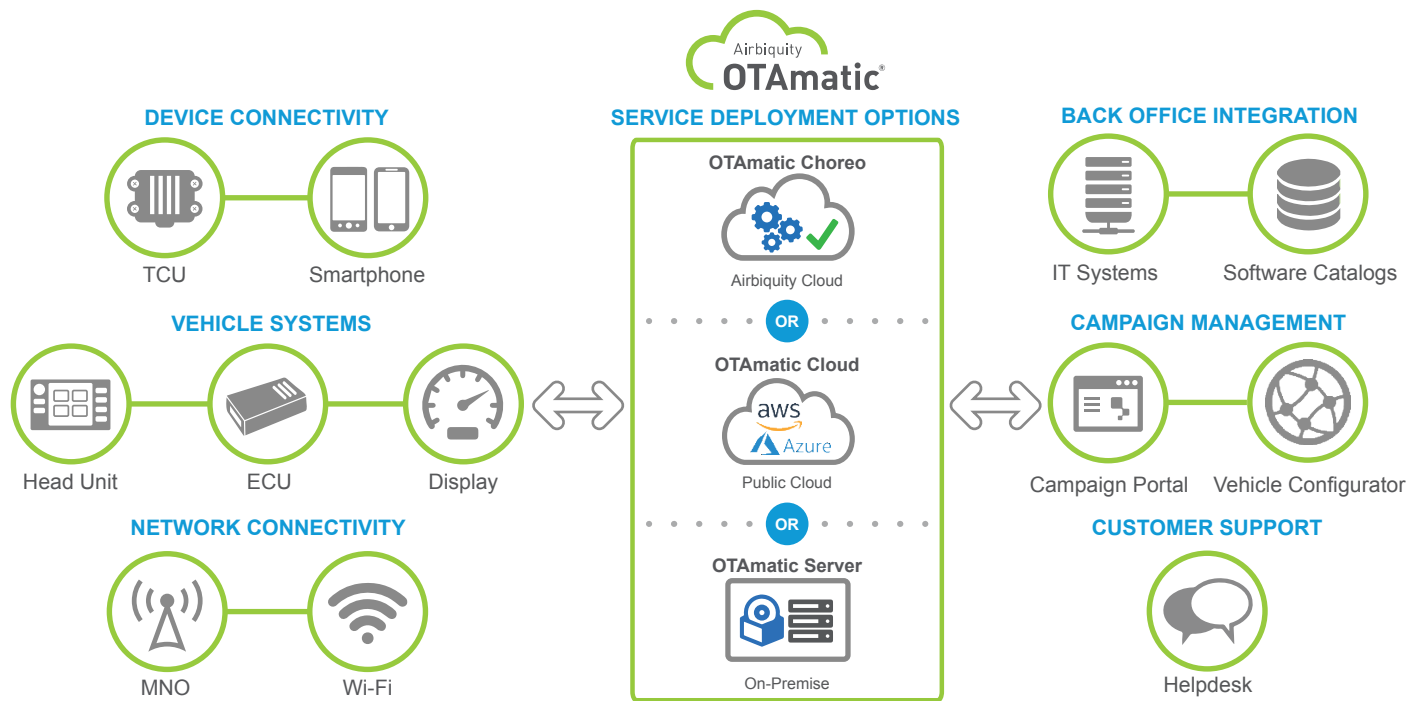
Connected vehicles are increasingly enabled to receive over-the-air (OTA) updates for software reliant systems and components, and data transmission to power new services and business optimization efforts. Automaker benefits are significant: Mitigation of recall expenses, faster cybersecurity response, post-sale vehicle performance and feature enhancements, and improved operational efficiencies to name a just a few. But along with the benefits comes a need to manage the increasing complexity of executing multi-ECU software and data campaigns for

millions of vehicles around the world with a multitude of hardware components and software files from numerous suppliers.

Airbiquity's OTAmatic® offering addresses this need today with an automated and secure OTA service delivery capability tailored for automotive. Using a sophisticated back-end management portal, automotive customers can efficiently execute multi-ECU software and data campaigns—at scale—with highly refined vehicle and device targeting, discrete policy and privacy control, and consumer alerts.

### OTAmatic Software and Data Management Features

- Policy-Driven Dependency, Rollback, and Recovery
- Standards-Based Certification, Authentication, and Encryption
- Dynamic Data Collection and Upgradable Analytics
- Intelligent Network Selection, Data Caching, and Transfer
- Customized Consumer Notifications, Prompts, and Consent
- Campaign Creation, Approval, Reporting, and Administration



### Service Management Features

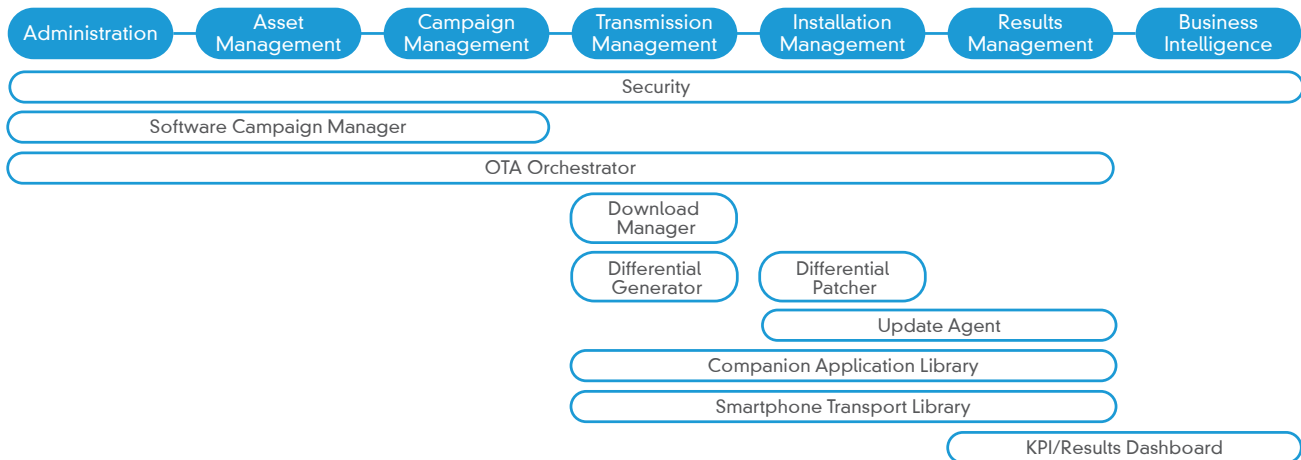
OTAmatic includes the following Service Management features:

- System, Device, and Network Connectivity
- Subscriber Billing and Payment
- Back Office IT System Integration
- Business Intelligence and Reporting
- Service Management Web Portal
- Customer Service Helpdesk

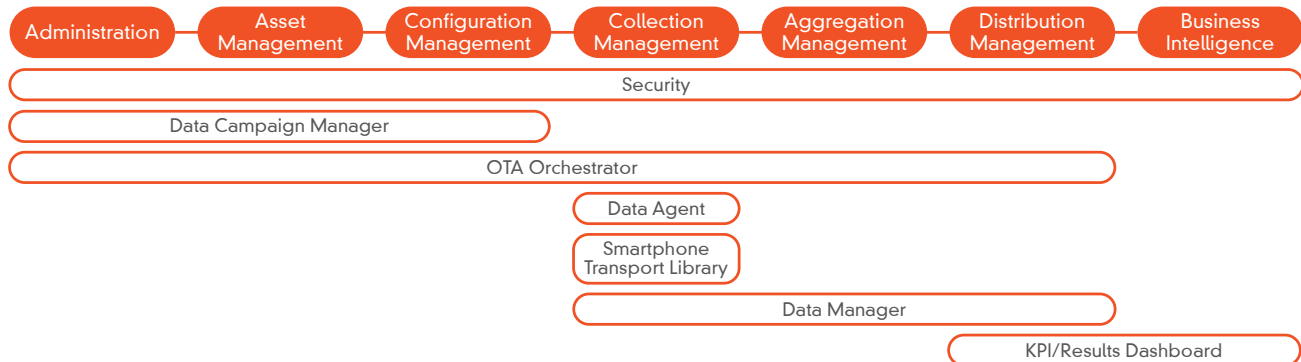
# OTA SOFTWARE AND DATA MANAGEMENT

## OTAmatic Product Components

### Software Management Lifecycle



### Data Management Lifecycle



## OTAmatic Deployment Options

OTAmatic can be deployed via Airbiquity's Choreo™ cloud, leading public clouds, or on-premise data centers to best meet the management, security, and business requirements of automakers and automotive suppliers.

#### OTAmatic Choreo



Service delivery through Airbiquity's Choreo cloud

#### OTAmatic Cloud



Service delivery through leading public clouds

#### OTAmatic Server



Server integration into on-premise data centers

### 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 deployment-proven technology, platform, services, and expertise to make your connected car program a success.

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