Data Marketplace

Infrastructure for business of scale

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Swen Schisler, Endava

COVESA

Accelerating the future of connected vehicles

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Presenter

Swen Schisler

Solution Architect

Endava

swen.schisler@endava.com

endava

Technology is our how.
And people are our why.

2000
Year founded
and now a public technology company.

21.4%
Revenue increase
in fiscal year 2023 compared to the prior period.

11,025
People
helping our customers break new ground.

68
Locations
across Europe, the Americas, APAC and the Middle East.

34%
Revenue share
represented by our top 10 customers.

794.7
Million GBP
in revenue for fiscal year 2023.

Endava in the Gartner® Magic Quadrant™ for Custom Software Development Services Worldwide

DAVA
LISTED
JULY 27, 2018
NYSE

We are a global technology company

We work side by side with leading brands in:

- Automotive
- Energy and resources
- Finance and banking
- Government
- Healthcare and life sciences
- Insurance
- Media and entertainment
- Payments
- Private equity
- Retail and CPG
- Supply chain and logistics
- Technology
- Telecommunications
- Travel

91%
say they are satisfied or very satisfied with our services.

90%
say they would recommend us to others.

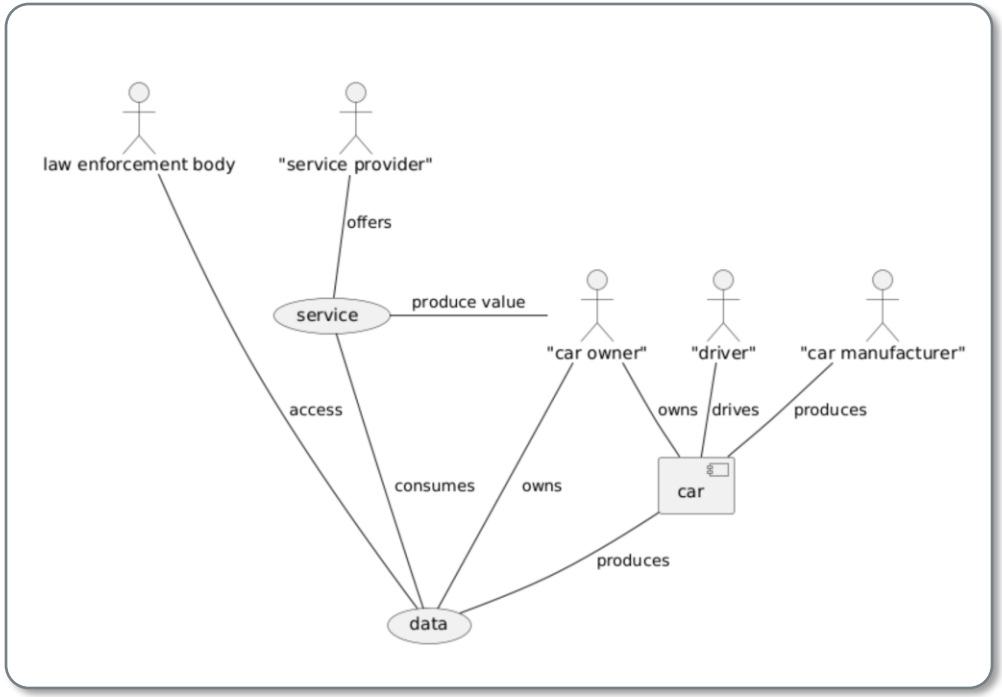
88%
say they would purchase our services again.

Unlocking Value from Vehicle Data: The Need for Unified Access and Consent

Situation today:

1. Drivers (may own cars and,) produce data
2. Data is stored by the entity who created/deployed the device to the car
3. New data driven businesses require access to the data

As of today, there is no unified way of handling consent, and data access across all parties. Everything is handled individually by the parties involved.

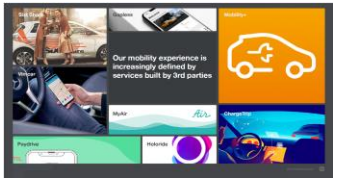


Driving Innovation Through Data and Software-Defined Vehicles: Key Trends and Strategies for 2030

2019

The Rise of Third-Party Services in Mobility (High Mobility, COVESA AMM, 2019)

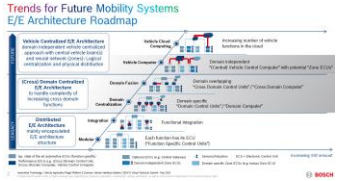
- The shift towards services by third parties is shaping the mobility experience
- Examples include mobility services like Paydrive, ChargeTrip, and others
- Cars are becoming platforms for third-party service integration, enhancing user experience



2020

Future Trends in Vehicle E/E Architecture (CVII, May 2020)

- Evolution from distributed to centralized and cloud-based vehicle architecture
- Integration of centralized control computers enhances vehicle functionality and data processing
- Increased domain overlap and complexity pave the way for smarter, more connected vehicles



2020

Software as a Revenue Driver for 2030 (Business Cases for SDV, May 2020)

- Innovation in connected vehicles relies on standardized data sets, in-vehicle access, and cloud-to-cloud APIs
- Efficient data integration will reduce friction, creating more value across stakeholders
- Key players include OEMs, Insurance Providers, Smart Cities, and Traffic Infrastructure

2021

The Power of Data in Driving Innovation (GeoTab, Oct. 2021)

- Software-enabled connected vehicles will drive significant revenue growth by 2030
- EV proliferation will transform business models, with software monetization as a key focus
- Challenges: Automakers must adapt mindsets to prioritize software for profitability

Legislation: Upcoming EU data act will make data collection even more restrictive!

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Addressing Data Access Challenges: Transparency and Efficiency Across Ecosystem Participants

Data producer

1. Is my data protected
2. Multiple logins and passwords for multiple services
3. Enrolling for new services
4. Lawfulness of data acquisition
5. Am I able to access my generated data
6. Can I revoke my consent and the corresponding data is not useable anymore

Data provider

1. Individual contracts with data consumers
2. Relays data privacy information
3. For each service different data requirements may apply
4. Billing manually on individual contracts
5. Labour intensive fulfillment of GDPR or similar requests
6. Vulnerable to lawsuits

Data consumer

1. Many different data sources
2. Contracts based on individual terms
3. No SLA or individually negotiated
4. Pay per use
5. Vulnerable to lawsuits if unlawful data usage is detected

Painpoints: All participants in the eco-system suffer from the in-transparent, difficult, data access.

See also presentation from Commercial Vehicle Expert Group

Framing question

How can COVESA contribute to an ecosystem that allows car manufacturers, drivers (and car owners), 3rd party service providers, and others to offer, monetize, and consume services and data in a:

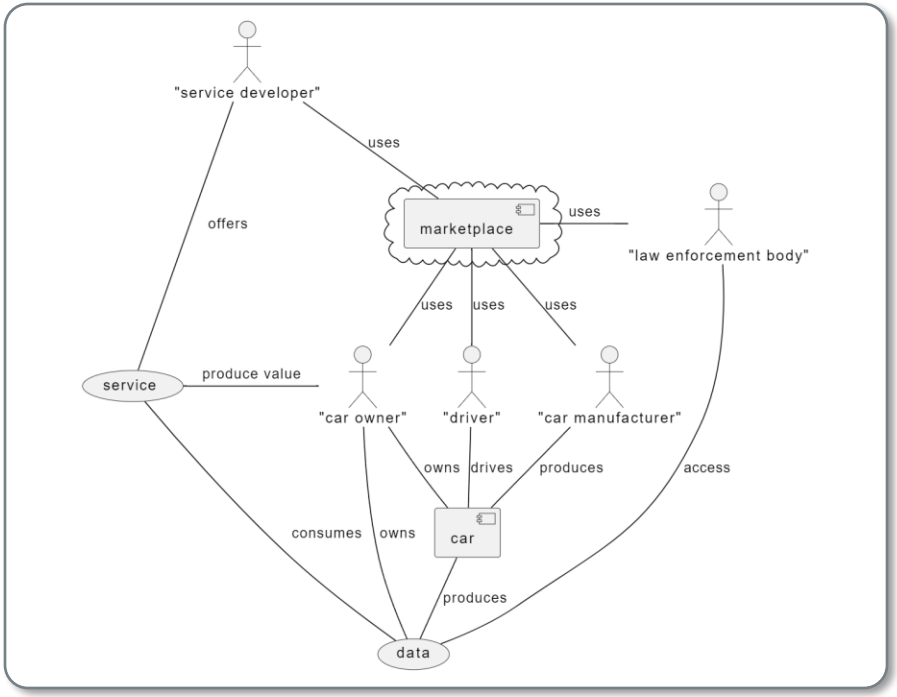
1. **secure,**
2. **reliable,**
3. **compliant, and**
4. **managed**

environment.

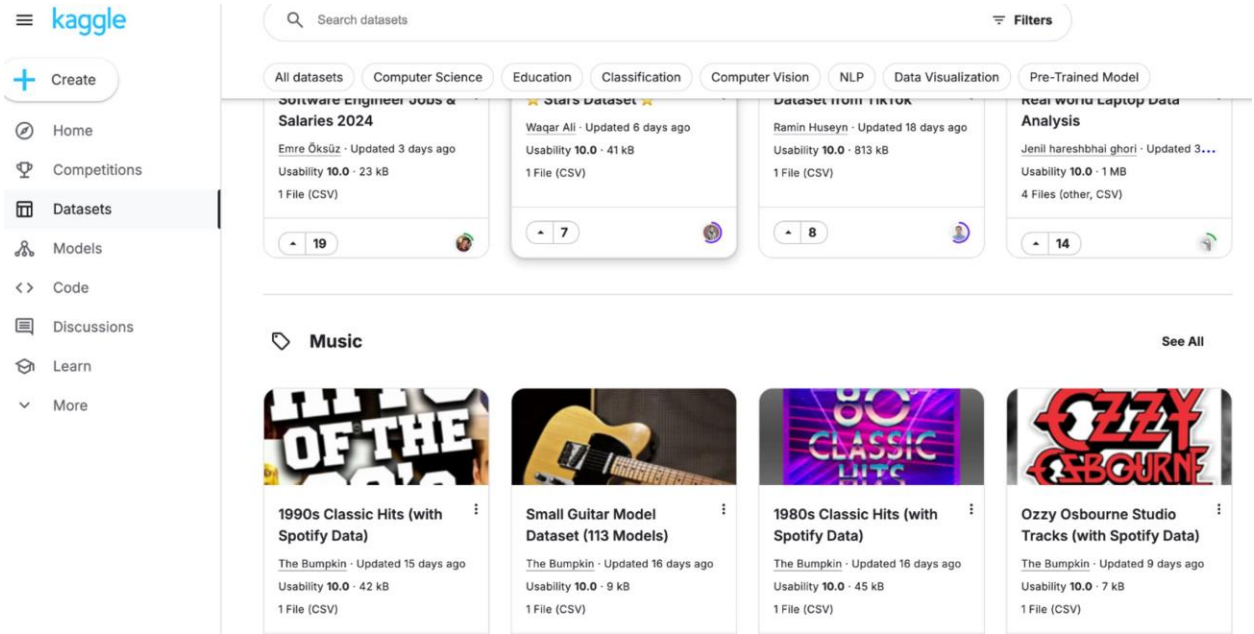
Establishing a Unified Data Marketplace: Secure, Consent-Driven Access for All Stakeholders

Desired state

1. Drivers and owners produce data based on consent
2. Data producers can access their data if they wish
3. Data is stored by the entity who created/deployed the device to the car if consented by the owner
4. This entity defines terms and conditions to access the stored data
5. Interfaces allow the access to data protected by "*state of the art*" security measures and access control
6. create a go to-place where all participants can go and explore
7. Everyone can onboard and register for accessing the data according to the predefined terms and conditions
8. Curated/processed datasets, models, and other things can be made available again
9. Law enforcement bodies can request data access



Leveraging Digital Marketplaces: A Blueprint for Data and Service Exchange



COVESA as driver for a common eco-system

Context

In COVESA in a common effort to standardize the SDV, all members can contribute to the shape of this ecosystem.

A worldwide distribution of similar nodes (Covesa-marketplace templated) will form the marketplace.

Success factor for the project is to focus on solutions for general problems first.

= COVESA Marketplace instance

Accelerating Business Growth through a Secure, Efficient, and Sustainable Marketplace

Guiding principles

- It is not the goal to re-invent the wheel
- We need a fast enabler to accelerate the business growth in the service space.
- We build a best of breed SaaS solution, independent from a cloud provider (but utilizing a cloud provider)
- We align our activities with the commercial vehicles expert group

Next Steps/call for action

01 Setup of a working group

02 Find members which are willing to contribute

03 Regular meetings and progress checks

04 Collect requirements from Covesa members

05 Turn requirements into a specification

06 Build a POC where Covesa members can onboard an try out

07 Regularly report on AMM's and meetings

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Visit: www.endava.com

Contact me: Swen.Schisler@endava.com