

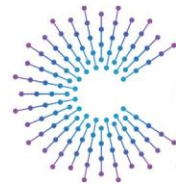


Data Marketplace

Infrastructure for business of scale

26th September 2025

Swen Schisler, Endava

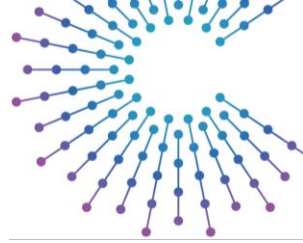


COVESA

Accelerating the future of connected vehicles

Content

1. Introduction
2. Problem statement
3. Brief historical view on COVESA
4. Proposal
5. Guiding principles



Presenter



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Solution Architect

Endava



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Technology is our how.

↳ And people are our why.



68 cities, 28 countries

2000

Year founded and now a public technology company.

21.4%

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

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

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.

DAVA

LISTED

JULY 27, 2018

NYSE

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

We are a global technology company

We work side by side with leading brands in:

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**.

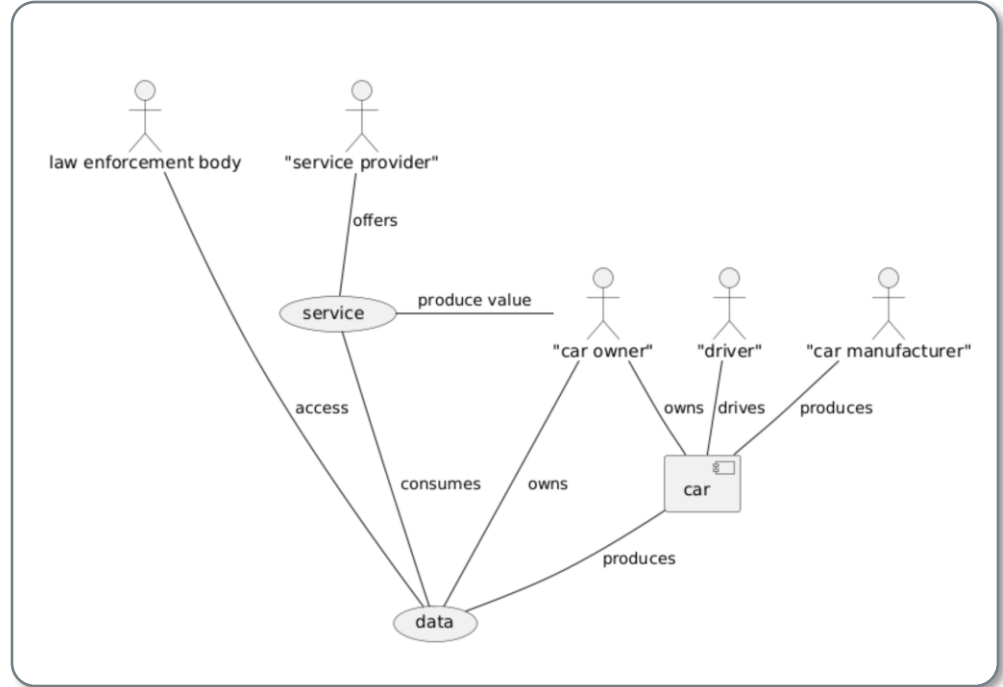
Unlocking Value from Vehicle Data: The Need for Unified Access and Consent

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.



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

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

2019

The Rise of Third-Party Services in Mobility (HighMobility, 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 (CIV, 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)

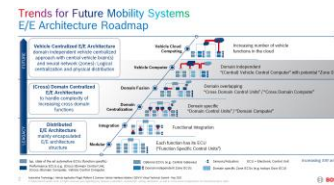
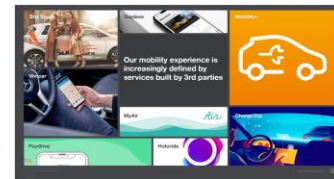
- Innovation in connected vehicles relies on standardized data sets, in-vehicle access, and cloud-to-cloud APIs
- Efficient data integration will reduce friction, creating more value across stakeholders
- Key players include OEMs, Insurance Providers, Smart Cities, and Traffic Infrastructure

2021

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

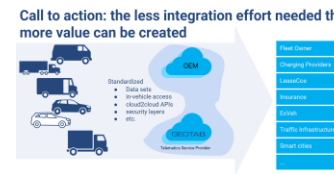
- Software-enabled connected vehicles will drive significant revenue growth by 2030
- EV proliferation will transform business models, with software monetization as a key focus
- Challenges: Automakers must adapt mindsets to prioritize software for profitability

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



Themes:

- Software, enabled by the connected car, will be the main revenue growth driver by 2030 but only for those who unlock the success formula.
- EV proliferation will trigger major changes to the automotive business model, brightening the need for software monetization
- Mindset to corporations' main challenge to achieve connected car profitability
- The automotive value chain needs to pivot towards service focus



Framing question

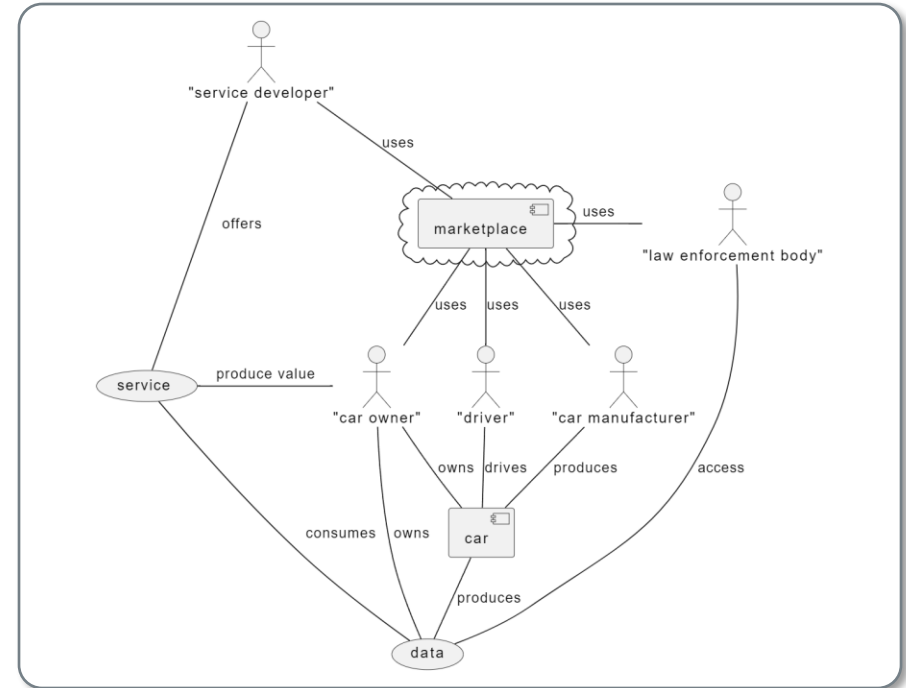
How can COVESA contribute to an ecosystem that allows car manufacturers, drivers (and car owners), 3rd party service providers, and others to offer, monetize, and consume services and data in a:

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

The screenshot displays the Kaggle platform interface. On the left is a navigation sidebar with options: Create, Home, Competitions, Datasets (selected), Models, Code, Discussions, Learn, and More. The main content area features a search bar and filter tabs for categories like Computer Science, Education, Classification, Computer Vision, NLP, Data Visualization, and Pre-Trained Model. Below the filters, there are four dataset cards:

- Software Engineer Jobs & Salaries 2024**: Updated 3 days ago, Usability 10.0 - 23 kB, 1 File (CSV).
- Stars Dataset**: Updated 6 days ago, Usability 10.0 - 41 kB, 1 File (CSV).
- Dataset from TIKTok**: Updated 18 days ago, Usability 10.0 - 813 kB, 1 File (CSV).
- Real world Laptop data Analysis**: Updated 3... ago, Usability 10.0 - 1 MB, 4 Files (other, CSV).

Below these is a 'Music' section with four dataset cards:

- 1990s Classic Hits (with Spotify Data)**: Updated 15 days ago, Usability 10.0 - 42 kB, 1 File (CSV).
- Small Guitar Model Dataset (113 Models)**: Updated 16 days ago, Usability 10.0 - 9 kB, 1 File (CSV).
- 1980s Classic Hits (with Spotify Data)**: Updated 16 days ago, Usability 10.0 - 45 kB, 1 File (CSV).
- Ozzy Osbourne Studio Tracks (with Spotify Data)**: Updated 9 days ago, Usability 10.0 - 7 kB, 1 File (CSV).

At the bottom, there are service cards for Confluent, Apache Kafka, Automated data integration, Informatica, Teradata, and Trifacta. A notification banner at the bottom center reads: "Some Terms of Service have been updated. REVIEW UPDATES X".

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

A decorative graphic at the top of the slide consists of a network of interconnected nodes and lines. The nodes are represented by small circles in various shades of blue and purple, and they are connected by thin, light-colored lines, creating a complex, web-like structure that spans the width of the slide.

Architecture

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

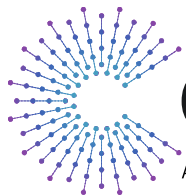
Guiding principles

- 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 and try out
- 07 Regularly report on AMM's and meetings



COVESA

Accelerating the future of connected vehicles

endava 

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