



Driving into Smart Cities, Smart Homes, and Big Data

October 19, 2016

Analysts: Chris Barker (CBC), Mark Fitzgerald (SA), Jeffrey Hannah (SBD)

Moderator: Andy Gryc (CX3 Marketing)

BIG DATA

Jeffrey Hannah

Director, North America

SBD

jeffreyhannah@sbdautomotive.com

+1-734-883-3417

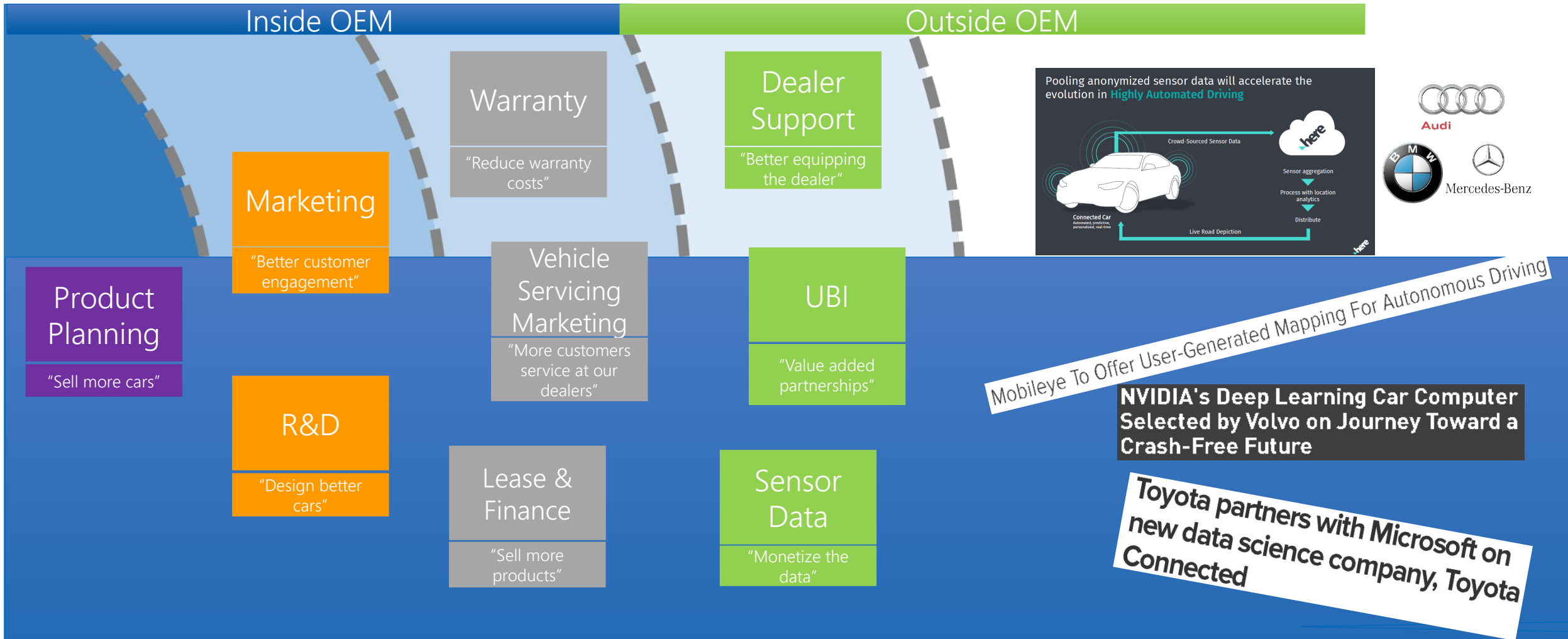


Automotive Big Data



Connected car => shift to holistic ROI

New collaborations on the rise



Mark Fitzgerald

Associate Director,
Global Automotive Practice
Strategy Analytics

mfitzgerald@strategyanalytics.com

+1-617-614-0717



STRATEGYANALYTICS

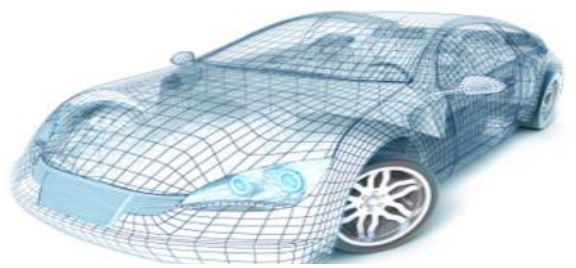




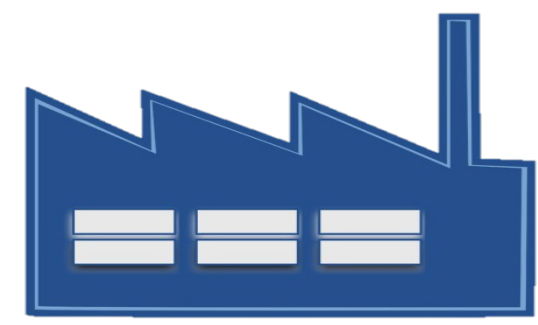
Big Data and IOT strategies Require: Alignment of Customer, OEM & Dealer Priorities



Customer



OEM



Privacy



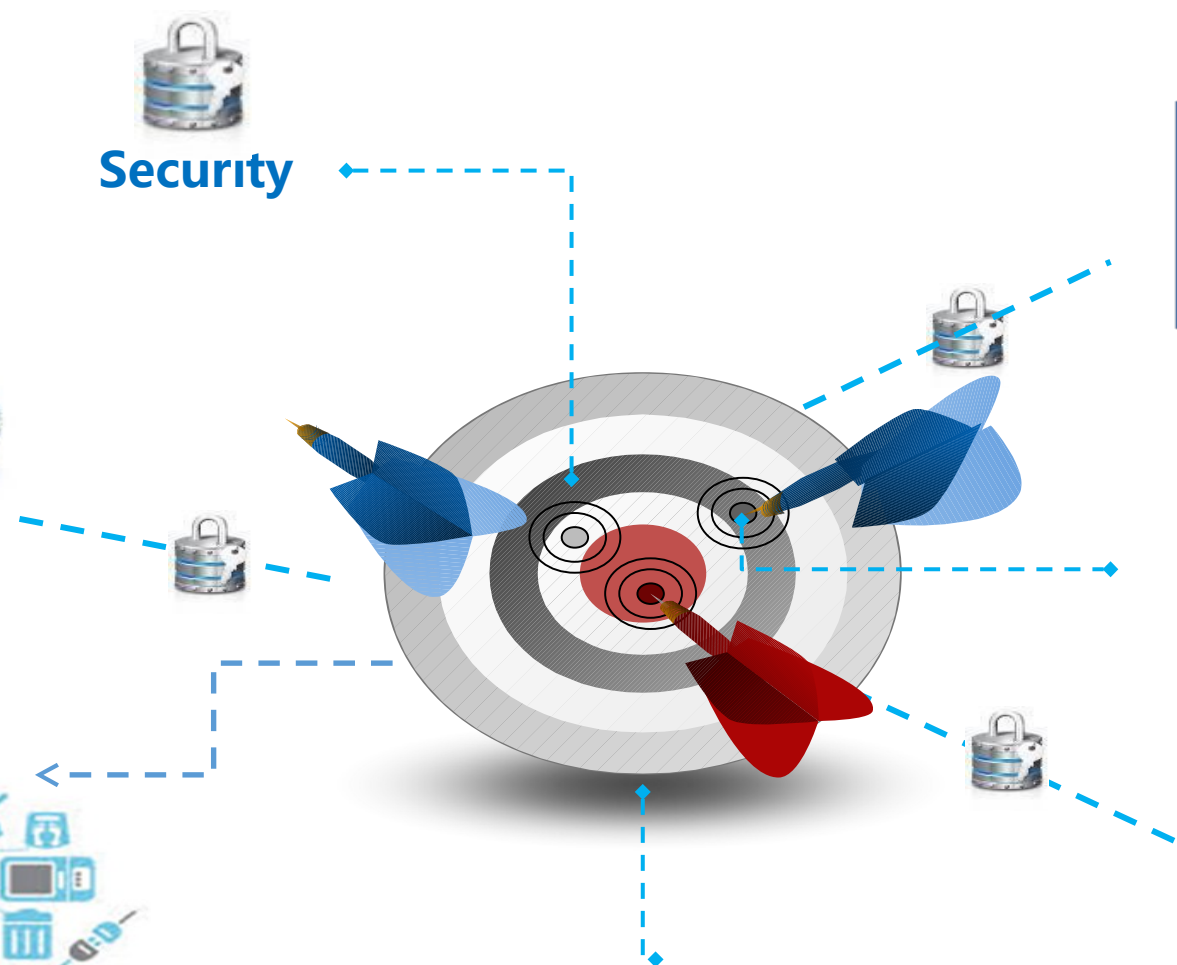
Cost?



Dealer
...don't forget the dealer!!



Security



Chris Barker

Founder

CBC Consulting

chrisbarker@cox.net

+1-480-737-2907



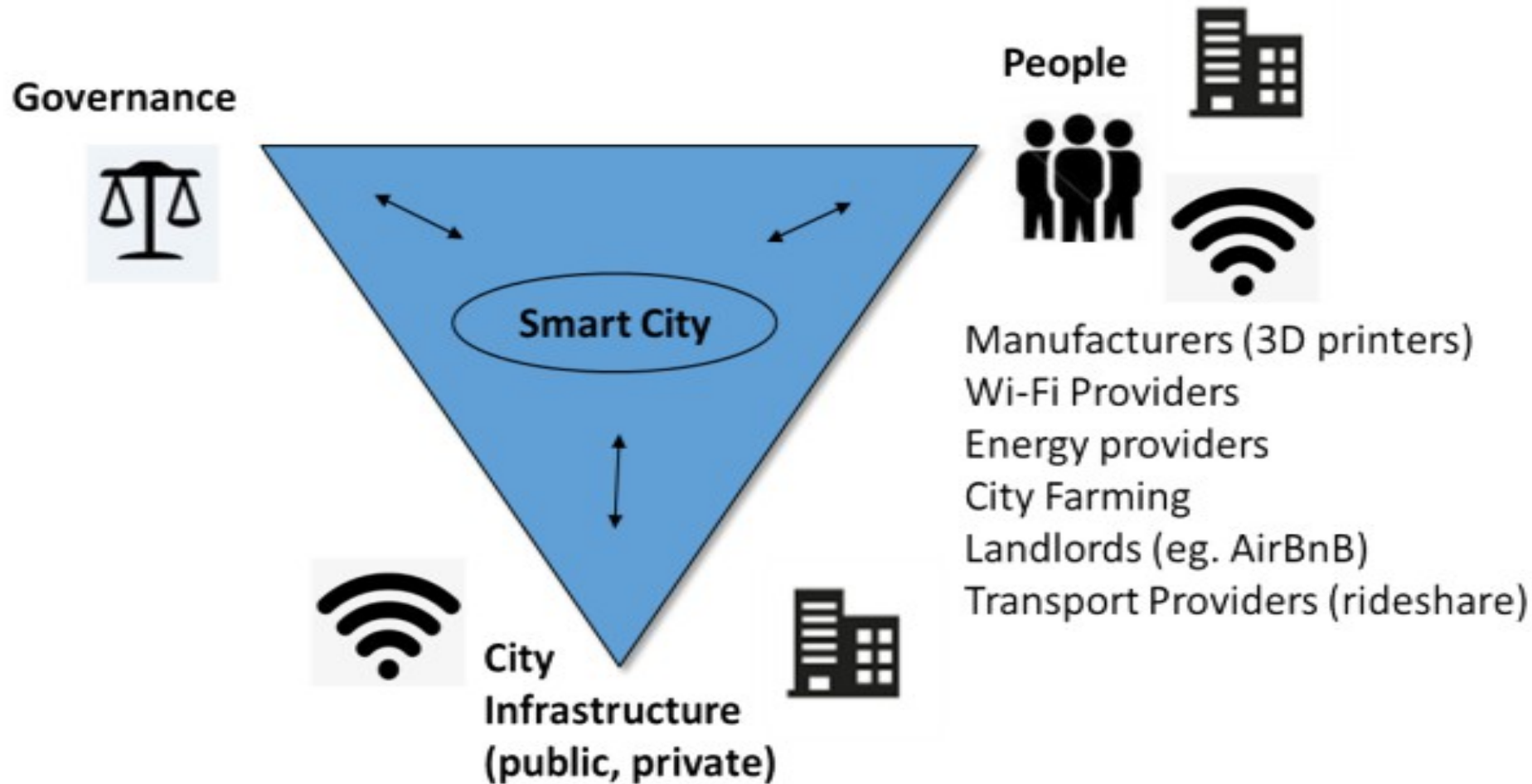
Big Data In Smart & Connected Cities

CBC



SMART CITIES

Smart City Citizens are also Service providers

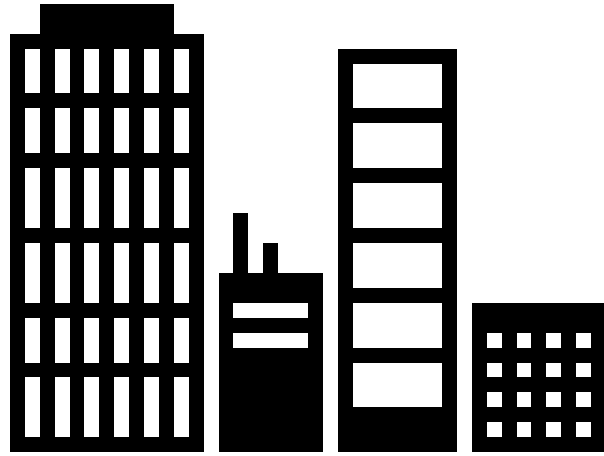


- CRM becomes Citizen Relationship Management, and beyond to Citizen Participation Management.

Evolution of Smart & Connected Cities

CBC





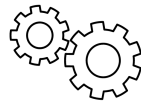
Funding



Organizational Stovepipes



Economical



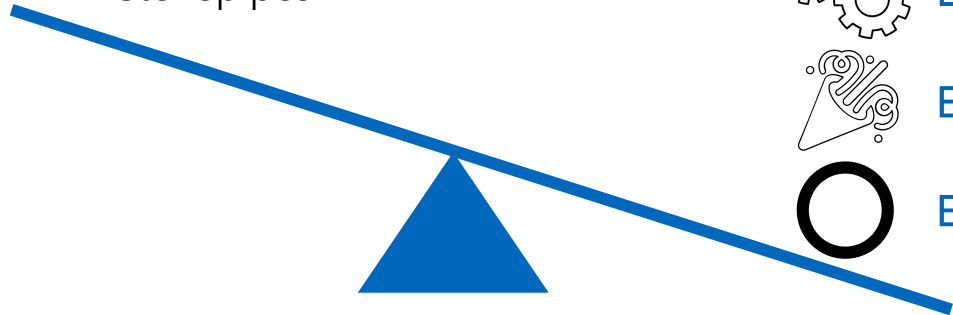
Efficient



Enjoyable



Easy



Rapid urbanization driving new use cases

- Traffic info with less infrastructure
- Smart parking
- Emergency notifications
- Collaborative mapping
- Transit information
- Trucking corridors
- V2I and I2V
- Energy management
- Mobility disruption
- Autonomous readiness



“Real-time API” to broader ecosystems



Getting smart – can they scale?

verizon



Panasonic



SMART HOMES

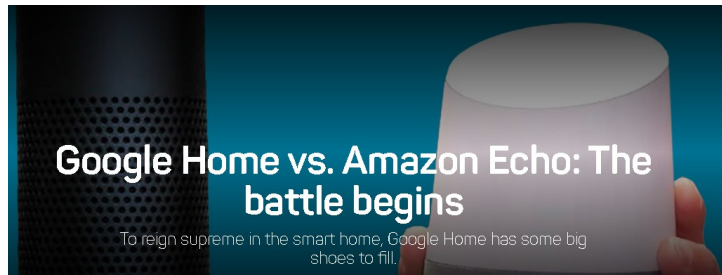


Evolution of the Smart Home

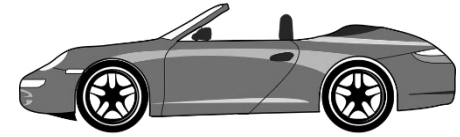
CBC



Smart Homes



Car + home = 3?



Standards – trail of tears to date

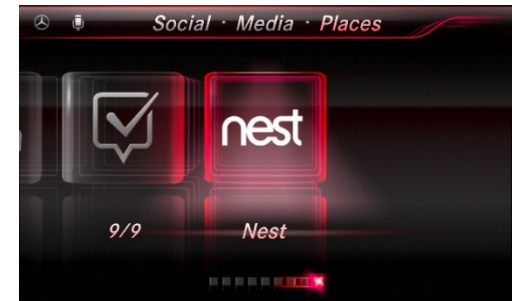
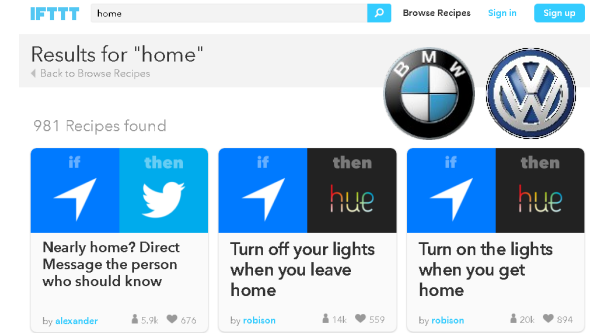
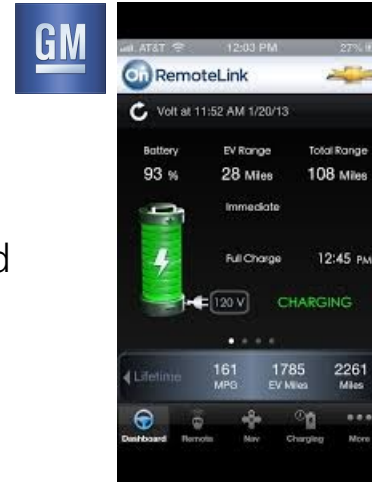
- Companies reaching outside comfort zone – “do everything”
- C.E. stepping up efforts to increase standardization, interoperability and reduce U/X redundancies
- No current integration with Apple CarPlay or Android Auto (or the car)

Business model angst

- What comes ‘Nest’?
- Beyond home security, minimal willingness to pay for services

(Automotive) cybersecurity remains top of mind

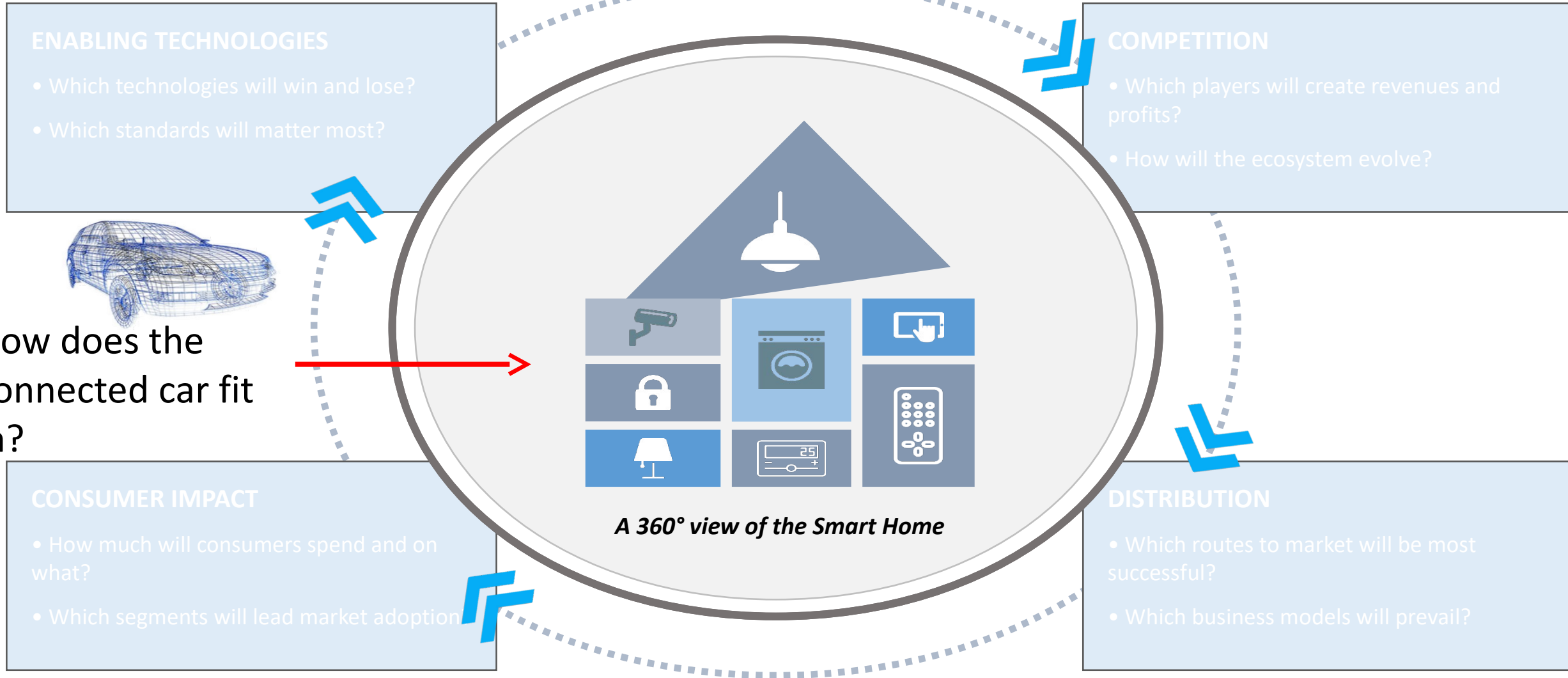
- Increasing concern for any automotive + home use cases
- Requirements for communication to go through I.T. back-office



Remote control services



Smart Home Strategies: developing Insights for Success In the Smart Home



Thank you!

Visit GENIVI at <http://www.genivi.org> or <http://projects.genivi.org>

Contact us: help@genivi.org

