

AUTOMOTIVE MANUFACTURER EMBARKS ON ITS CONNECTED CAR JOURNEY

CUSTOMER OVERVIEW

The customer is a multinational automotive company which produces luxury vehicles and SUVs, with a presence in 150+ countries

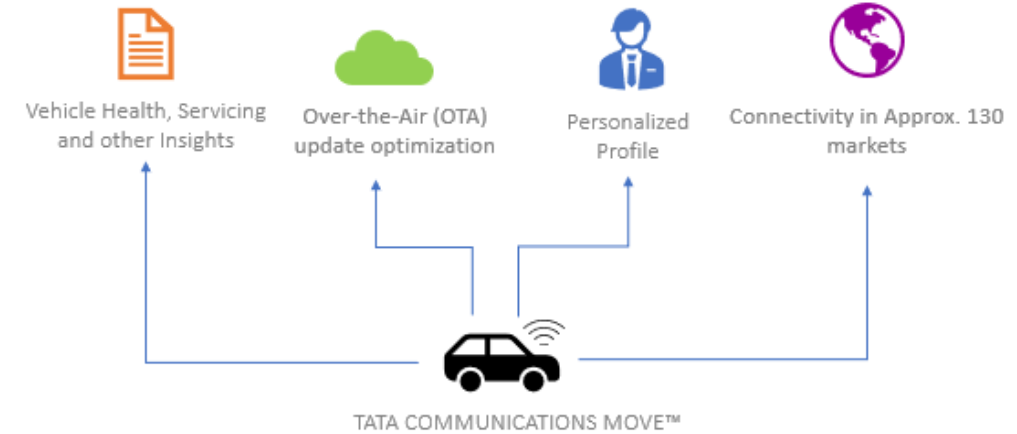
DEAL DETAILS

Deployment Region: Global

Size : Approx. 130 Markets

SOLUTION

Tata Communications MOVE™



BUSINESS CHALLENGE

- The Car maker wanted to standout in the high-end automotive market and strengthen its brand loyalty
- With this in mind, they planned to expand their 'connected car' services from initially 60 markets to all markets in which they were active
- The idea was to create intelligent connected cars that can go anywhere, access information anytime and adapt to the driving experience
- They required a partner to enable and deliver global connectivity, as well as help manage the underlying carrier networks and subscriptions that get the vehicle connected



OUR USP

- The key is Tata Communications MOVE™ connectivity across 200 countries and territories, thanks to our strong partnerships and access agreements with 640+ mobile networks
- The eSIM technology being fully integrated with Tata Communications MOVE™, enables borderless, secure, and scalable connectivity, with a network independent approach
- We deliver multiple connectivity options, thus ensuring flexibility through a single interface and contract that addresses the cost / coverage trade-off
- Being carrier agnostic, we were able to switch traffic between mobile networks in a given country, based on a combination of signal strength, quality of service and network availability, enabling consistent and secure connectivity



BUSINESS IMPACT

- Software update can be optimised and pushed to a vehicle Over-the-Air (OTA), instead of the owner having to bring the vehicle back to the dealer
- Easier to monitor vehicle health, maintenance, and service, as well as providing valuable insights on how to enhance vehicle design in the future
- Improved personalised digital services, such as, if a customer changes vehicle, they take their profile with them and can configure other vehicle to the specifics of the driver
- With Dual eSIM, drivers can enjoy things important to them, the car manufacturer does not have to block any services while there is a vehicle update
- Over 600,000 vehicles connected across the world, with numbers growing each day