NTT DaTa

Driving revenue – Connected Car puts you on the road to more

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Connected Car - your new source of revenue

Your customers take their mobile phones with them everywhere they go – but are you making the most of that mobility?

Customers may not use their phones while driving but they are still connected. Using data, these journeys can be transformed into a new revenue source. All that's needed is the right solution.

NTT DATA has that solution. With just one simple software solution for any SIM based next generation telematics device, easily installed in a subscribers' vehicle, you can:

- Increase your subscriber base
- Increase your subscribers' data usage and ARPU
- Generate revenue from insurance solutions
- Future proof your offering
- Keep customers loyal, reducing churn

Small device, big opportunity

Traditional in-car telematics solutions, used by insurers, involve installing large black box devices behind the vehicle's dashboard. Time consuming to fit, they are also expensive – and car owners often need to pay for the device if they sell the car before an agreed time.

Connected Car changes this. Our software solution uses any of your existing hardware or a range of small telematics devices, with one of your SIMs. This can be easily installed by the user and is ready to go in minutes.

From the device, our software records rich and valuable driving data such as location, acceleration, speed, cornering, and braking.

Driving more revenue

This valuable data is your route to new revenue. With hard proof of good driving habits, car insurance providers will offer your subscribers discounted rates, and you could gain up to a 15% commission on each insurance policy sold in this way.

You also gain from the increased amounts of data use, as the device sends regular updates.

Using a mobile app and portal, your subscribers can see their driving data and access value added functionality.

Localized offers and discounts through partnerships with major retailers and leisure companies can also open up further revenue opportunities.

Subscribers pay for Connected Car via a monthly fee, as they do with their mobile phones.

As well as offering more value to your consumer subscribers, you can also use the solution to deliver safety and risk management solutions to the fleet market, alongside a range of other business focused solutions.

Increasingly popular Dashcams are fully compatible with this software and would drive increased data usage.

A proven platform

Connected Car is built on a record of success. It's enabled by our specialist connected vehicle data partner, CMS (Collision Management Systems), a leading pioneer in aggregating vehicle telematics data and using it for safety and risk management.

CMS' platform is already aggregating data from over 50 different telematics brands and being used on four different continents by global telco's, fleet and insurance companies.

The CMS software works with any existing or future device and enables you and any of your partners to access the data required to provide additional services to your customers.

Fully ready in four months

Complementing CMS' market leading software, NTT DATA brings extensive systems integration knowledge to build a system that is right for you. Our skills in designing user interfaces such as mobile apps ensure subscribers get the best customer experience.

A typical project can be up and running in four to six months.

There is also no need for extensive investment in new network elements or transport – your existing network will be ready to support the application. You will only need to invest in some additions or changes to your website.

Connected Car is your route to new revenues – let's meet to discuss your next move.

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NTT DATA is a leading consulting and IT services provider, combining global reach with local expertise in over 50 countries. Whether it's business transformation, enabled by digital, data and technologies, safeguarding against security breaches, improving operational efficiency or driving new revenue streams, our vision as the Trusted Global Innovator can help organisations navigate the ever-changing digital landscape and deliver outstanding results.

NTT DATA offers a portfolio of best-in-class consulting services and innovative enterprise solutions tailored to suit the entire life cycle of IT investment. Supported by our international Centres of Excellence, our team of local experts can deliver on a wide range of services from transformation to agile development and intelligent automation for industries across manufacturing / automotive, banking, insurance, telecommunications, media and public services.

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