Capture more value from connected cars

Microsoft

Cars are becoming...

Fully Connected
90% of new cars will be connected by 2020[1]

Shared
By 2020, 10% of drivers will give up ownership for on-demand access[2]

Autonomous
By 2030, 15% of cars will be self-driving[3]

Personalized
31% of customers desire more personalized experiences[4]
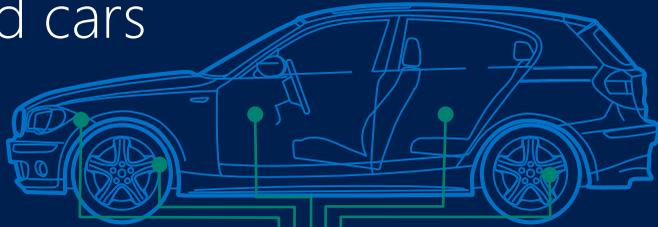
To build connected cars, OEMs, suppliers, and partners need...

Global Scale & Reliability

Flexibility & Openness

Security & Compliance

...in a solution that provides data sovereignty, data privacy, and full control

OEMs

Tier one Suppliers

Systems Integrators

Services Providers

Microsoft Connected Vehicle Platform

A cloud-based technology foundation that harnesses connected car data to deliver greater value and insight across these key areas:

Telematics and Predictive Services
Use insights from vehicle data to prevent downtime, warranty and recall issues, and offer new services to customers that improve their user experience

OTA Updates, Predictive Maintenance, V2X

Productivity and Digital Life
Optimize the customer experience while reducing driver distraction and safety hazards

Microsoft Office 365, Cortana Personal Assistant, Skype, Bing

Connected Advanced Driver Assistance Systems (ADAS)
Increase safety, optimize vehicle performance, deliver real-time information to the driver or semi/fully autonomous driving system

Vehicle Data Fusion, Machine Learning Insights

Advanced Navigation
Combine navigation data from multiple sources and user data to provide personalized and dynamic location-based services

Highly Automated Driving (HAD) maps, Personalized Routing Optimization, Location Based Insights (Geofencing, etc.)

Customer Insights and Engagement
Connect across the entirety of a customer's digital life to strengthen the relationship with OEMs through new, proactive, and better experiences, including CRM integration

Microsoft Dynamics CRM, Driver Profiles, Omni-channel Marketing

Built on Microsoft technology

38
Azure regions worldwide

$15B
Invested in cloud

200+
Azure cloud services available

Learn more at:
http://aka.ms/mcvp

1. Telefónica, Connected Car Industry Report, 2014.
2. PSFK Labs, The Future of Automotive: Scenarios driving the digital transformation of an industry, 2016.
3. McKinsey, Disruptive trends that will transform the auto industry, 2016.
4. Infosys, Rethinking Retail: Insights from consumers and retailers into an omni-channel shopping experience, 2013.