

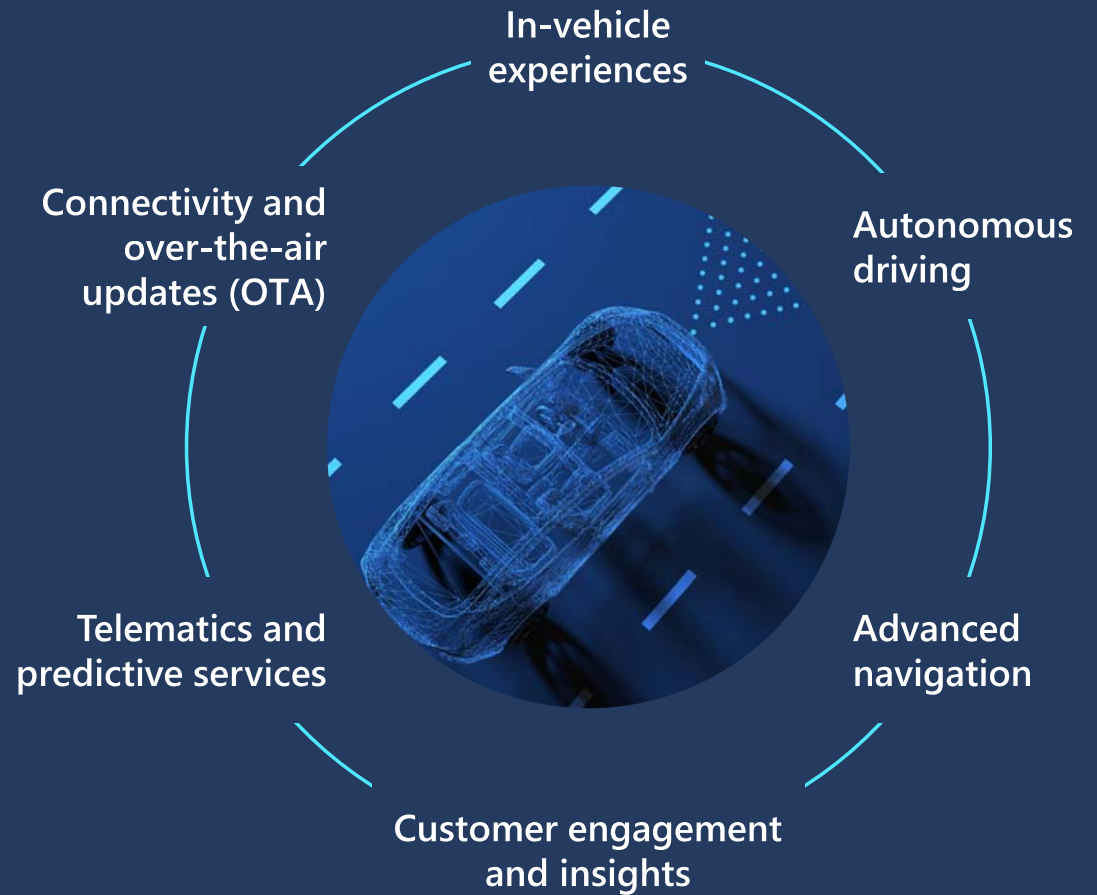
# Microsoft Connected Vehicle Platform Overview

Fred Chong | Microsoft Connected Vehicle Platform | Azure IoT Mobility

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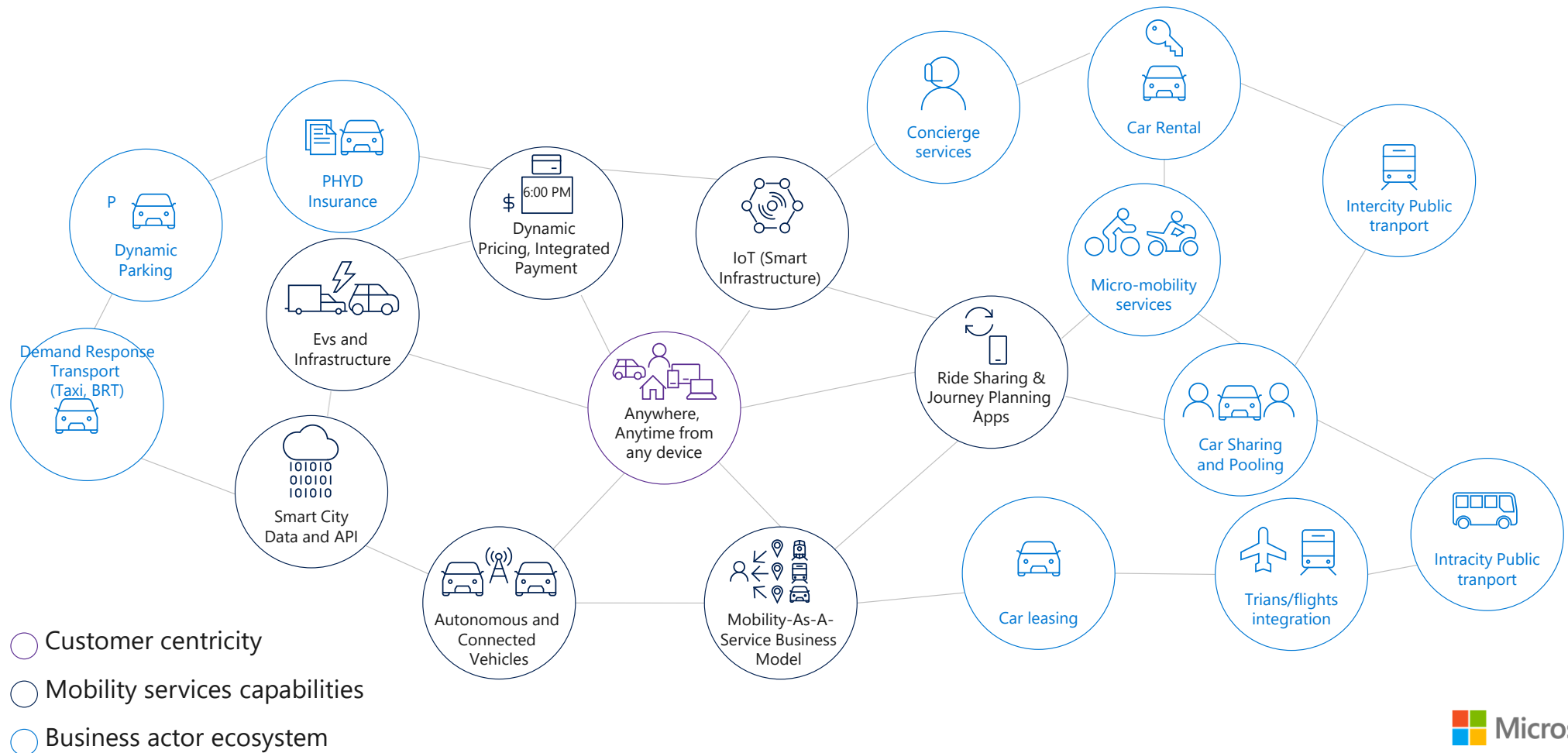
# Microsoft Connected Vehicle Platform

Combining advanced cloud and edge computing services with a strong partner network to empower automotive companies to build connected driving experiences

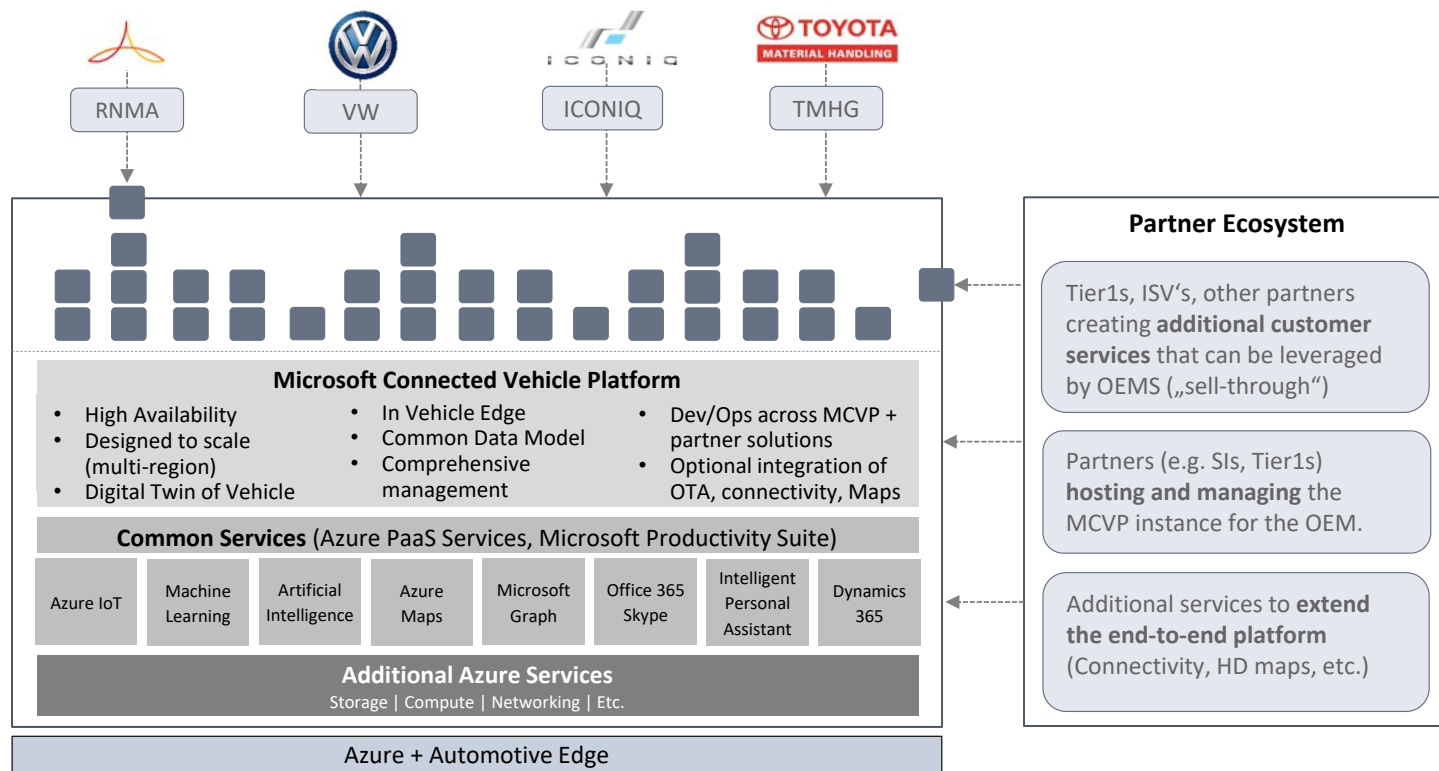


# Connecting Smart Mobility Ecosystem

## Microsoft Connected Vehicle Platform and Azure Maps



# MCVP: Digital Chassis for the modern ecosystem



- **OEMs:** Targeting automakers that are willing to leverage an open platform to let other ecosystem partners deliver their services to the OEM's car/customer.
- **Mobility providers:** Including car-sharing, ride-hailing, rental, fleet companies.
- **Tier1s:** Innovative Tier1 suppliers that are seeking to enrich their existing automotive products with digital services to offer a higher value to the end-customer.
- **ISVs (Independent Software Vendors):** Software-native companies that enrich the MCVP platform with 3rd party services that bring value to the OEM, end-customer or other partners of the ecosystem, often taking advantage of heterogeneous hardware in the car.
- **SIs (System Integrator):** Companies that are able to build and run the OEM's or Tier1's version of the MCVP instance and deliver additional services on top.
- **Cloud Solution Provider:** Companies that offer operations and support for the OEM's automotive cloud based on MCVP

## PRINCIPLES:

### Partner Led Approach

Microsoft brings top partners and innovation to the solution to accelerate digital transformation

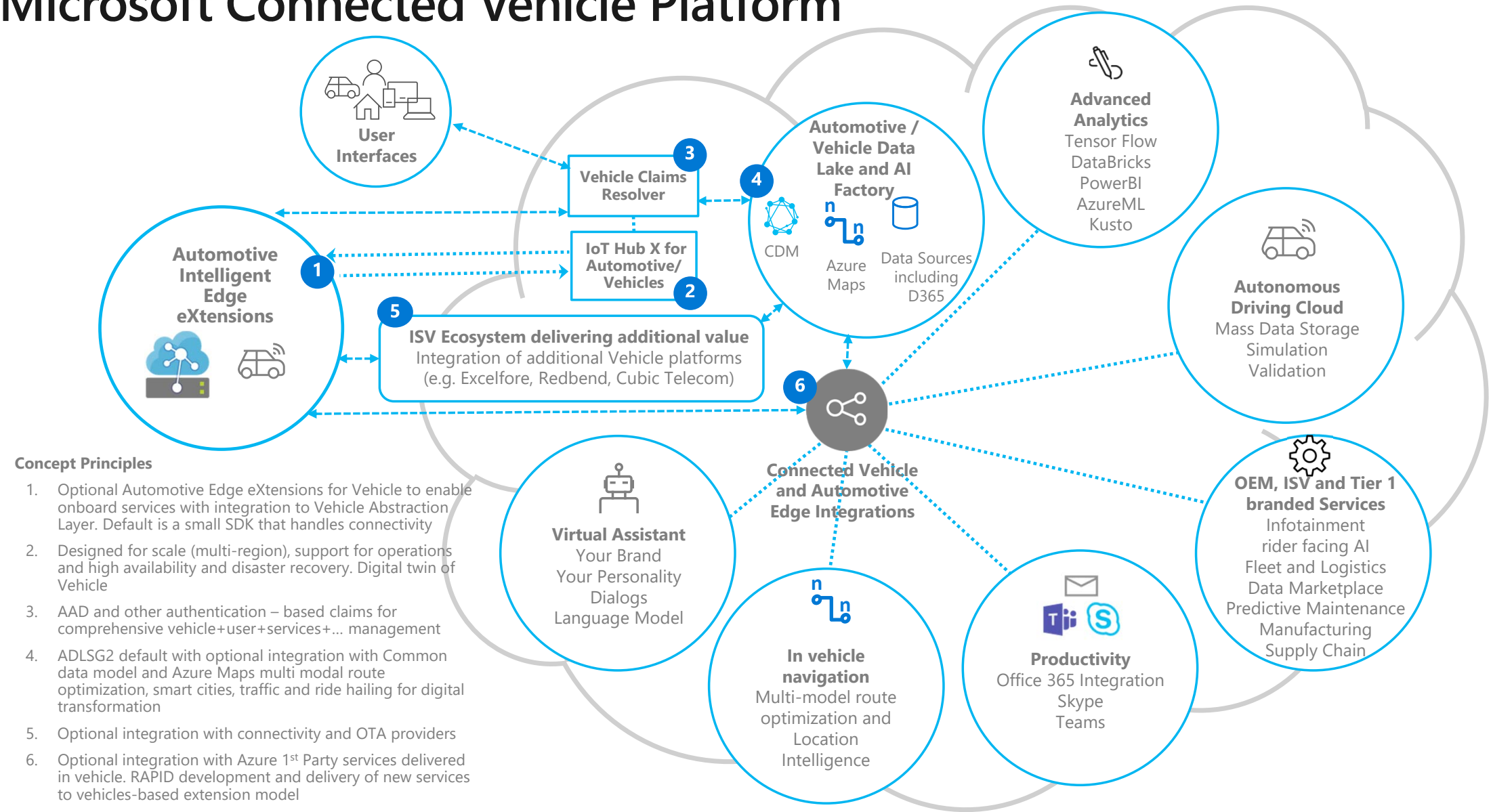
### DATA & Privacy

The OEM/Partner OWNS the DATA

### Customer Experience

The OEM/Partner DEFINES the customer experience for their solution

# Microsoft Connected Vehicle Platform





“Today we are deploying a vehicle connectivity platform that will transform the digital experience of our customers. We are introducing the most powerful and far-reaching connected vehicle platform”

— Kal Mos, Global Vice President of Alliance

Connected Vehicles at Renault-Nissan-Mitsubishi

## Challenge

Connect to vehicles and share digital features across multiple models and brands for consumers in different regions around the world.

## Strategy

Create auto industry's first global and most ambitious connected vehicle program utilizing Azure cloud, AI and IoT technologies



Seamless  
Internet Access



Alliance  
Intelligent Cloud



Mobility &  
Infotainment Services



Maintenance &  
Remote Diagnostics



AI &  
Analytics



Safety  
Upgrades



DIGITAL CHASSIS

One single connected  
vehicle platform for

200 GLOBAL  
MARKETS



RENAULT NISSAN MITSUBISHI



# VOLKSWAGEN AUTOMOTIVE CLOUD



## Challenge

Transform into a digital services-driven company to create a seamless experience for drivers

## Strategy

Create a Volkswagen Automotive Cloud powered by Microsoft's Azure cloud and IoT Edge platform.

## Results

Provide consistent mobility services and optimize the connections between its vehicles, cloud-based platform, and customer-centric services for its entire brand portfolio

"Volkswagen, as one of the world's largest automakers, and Microsoft, with its unique technological expertise, are outstandingly well-matched. Together, we will play a key role in shaping the future of auto-mobility"

— Dr. Herbert Diess, CEO of Volkswagen



# MCVP partner ecosystem

Combining advanced cloud and edge computing services with a strong partner network to empower automotive companies to build connected driving experiences

