



Initial Consulting Economic Utilization of Automotive Data

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A large number of different players are currently in the race to grasp the economic potential of automotive data

Jul 13, 2020, 12:27pm EDT

The Automotive Industry And The Data Driven Approach



Mark Minevich Contributor
AI
Global Digital Cognitive Strategist, Digital V
Innovation CTO, author & AI contributor to F

Forbes.com, 13.07.2020

IBM's Big Billion Bet On Automotive Data Monetization

Sep. 3, 2019 10:24 AM ET | About: [International Business Machines Corporation \(IBM\)](#), Includes: [AMZN](#), [AUDVF](#), [BM...](#)

Seeking Alpha, 03.09.2019

VEHICLES

Jury Still Out on Automaker Data Deals

Automakers worldwide are beginning to understand the value of the data they collect from car owners is a valuable resource.

Eddy | Oct 09, 2020

WardsAuto, 09.10.2020

How automotive suppliers can help automakers monetize data-driven products

Suppliers can help cars do what cell phones can't. Join ZF to learn how to capitalize on consumer and vehicle data to improve the user experience

Automotive World, 04.03.2020

Otonomo raises \$46 million to expand its automotive data marketplace

Kirsten Korosec @kirstenkorosec / 2:22 am CEST • May 2, 2020

TechCrunch, 02.05.2020

Special report: Is automotive data the new oil?' by Automotive World

Automotive World investigates the role of data in the future of the automotive industry

October 22, 2018

Automotive World, 22.10.2018

Amazon, Intel and Ford Want to Harvest Your Data While You Drive

By [Ian King](#) and [Edward Ludlow](#)

7. Januar 2020, 12:00 MEZ Corrected 7. Januar 2020, 23:46 MEZ

Bloomberg, 07.01.2020

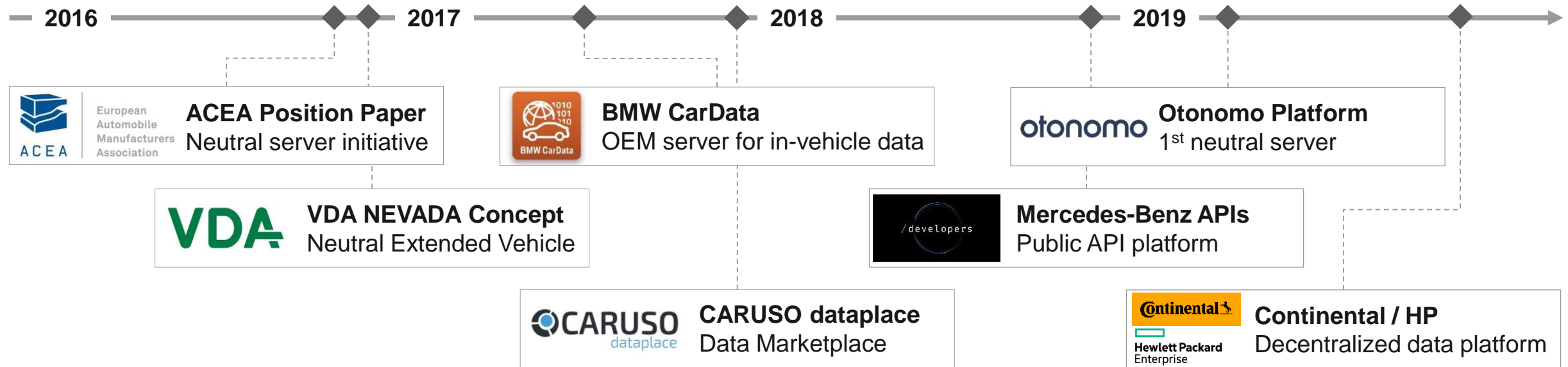
Automotive companies still need to find their appropriate position for the emerging market on automotive data

» Emergence of an automotive data economy

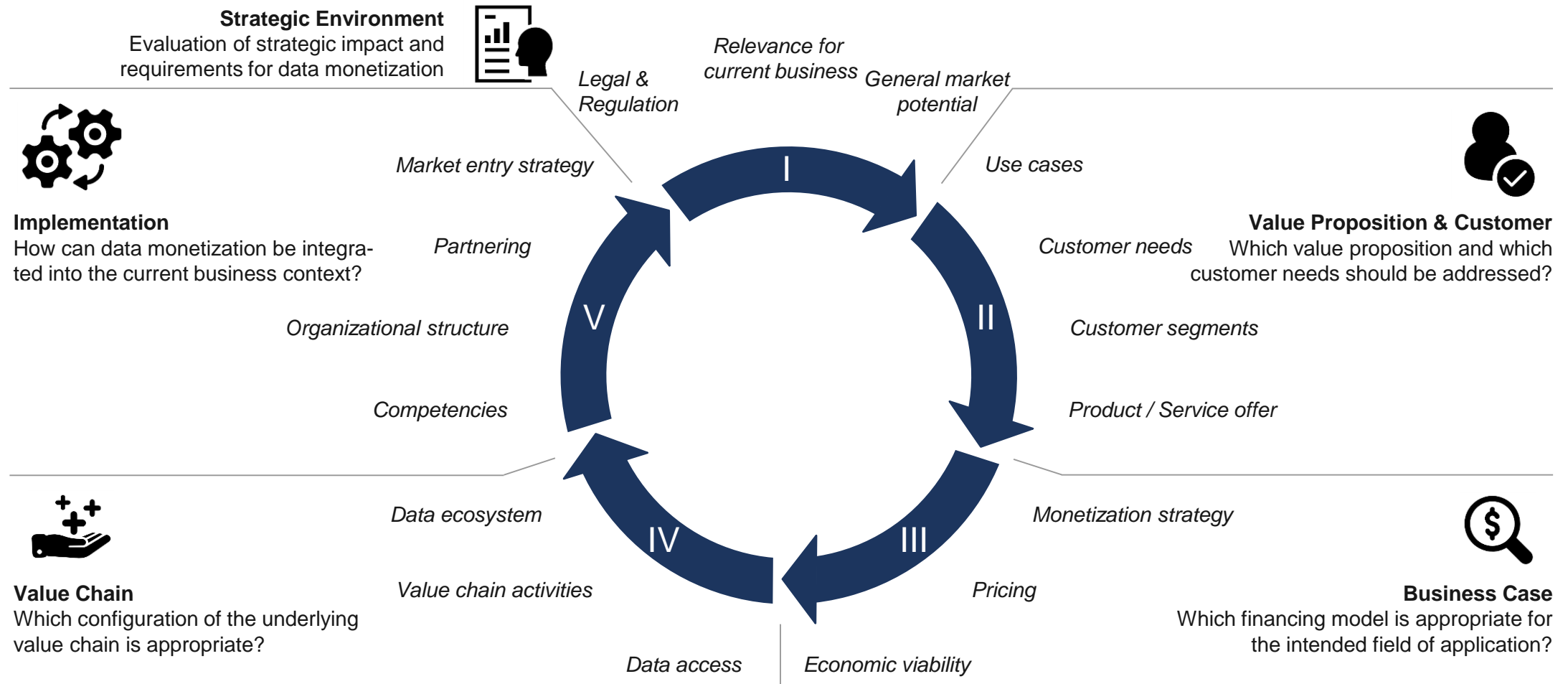
- » Significant **value of automotive data-based services** and functions (USD 450 bn - 750 bn in 2030¹)
- » Underlying ecosystems, value chains and business relationships are currently evolving

» Availability of automotive data

- » Increase of generated and transmitted in-vehicle data due to CASE trend
- » Enhanced **accessibility of vehicle data** for third parties (e.g. data platforms and marketplaces)



Several key questions have to be answered by stakeholders in order to exploit the value of automotive data



Within our initial consulting on automotive data utilization we can support you in defining strategic options for action

Content (exemplary, depending on customer requirements)



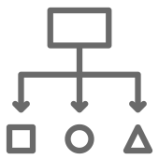
- » **Introductory presentation by fka on automotive data exploitation (external perspective)**
 - » Availability and accessibility of automotive data, automotive data value chain
 - » Market activities and legislative background
 - » Automotive data platforms and current business models

Interactive workshop



- » **Joint discussion and definition of project initiatives (internal perspective)**
 - » Customer presentation: Where are the links to the topic from a specific business perspective?
 - » Guided matchmaking of external and internal view to derive first hints on general business potentials
 - » Development of a first sketch of business models and follow-up activities

Approach



- » **Virtual meeting** (with tools for interactive and collaborative working)
 - » fka participants: 2 consultants, further fka technology experts can participate on demand
 - » Customer participants: Ideally 5 – 7 participants from different BUs
 - » Scope: Appx. 4 hours

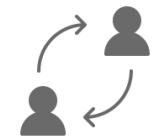
Our initial consulting on automotive data utilization offers a definite customer benefit and an implementable outcome



- » Benefit from a comprehensive expertise in the area of automotive data utilization (covering technical, economical, legal and business aspects)



- » Identify opportunities for product portfolio expansion and growth areas



- » Challenge and discuss your current perspective on automotive data utilization with an external view



- » Definition of starting points for internal projects and strategic initiatives



- » Possibly benefit from state subsidies (depending on location, business type etc.)

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CREATING IDEAS &
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