



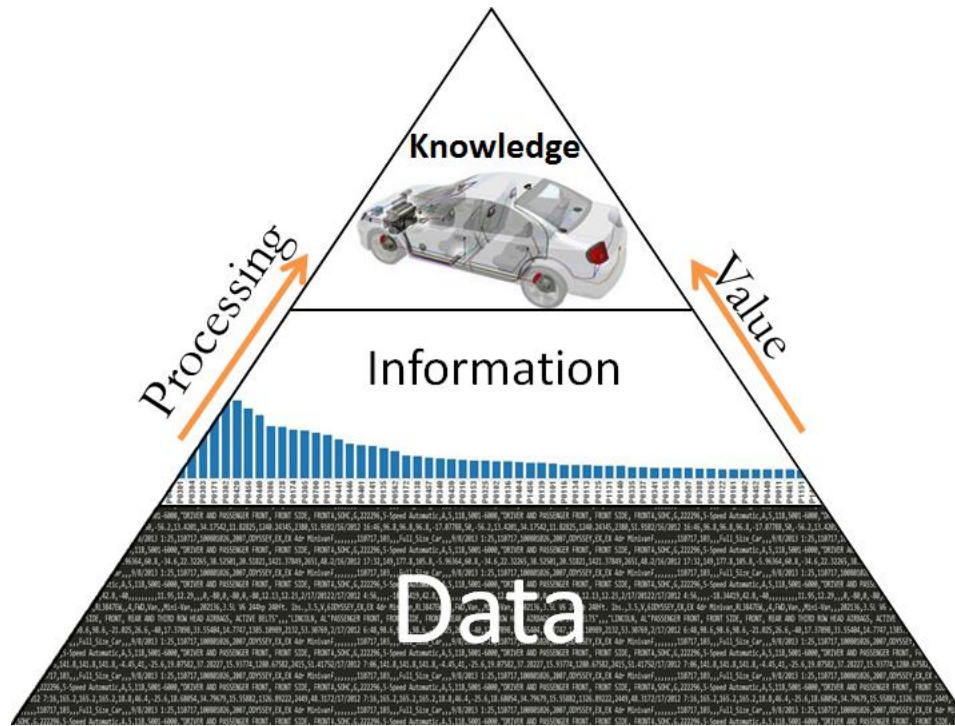
Automotive Data Analytics: Is There Any Value to the Operators?

February 26, 2014

Tom Taylor



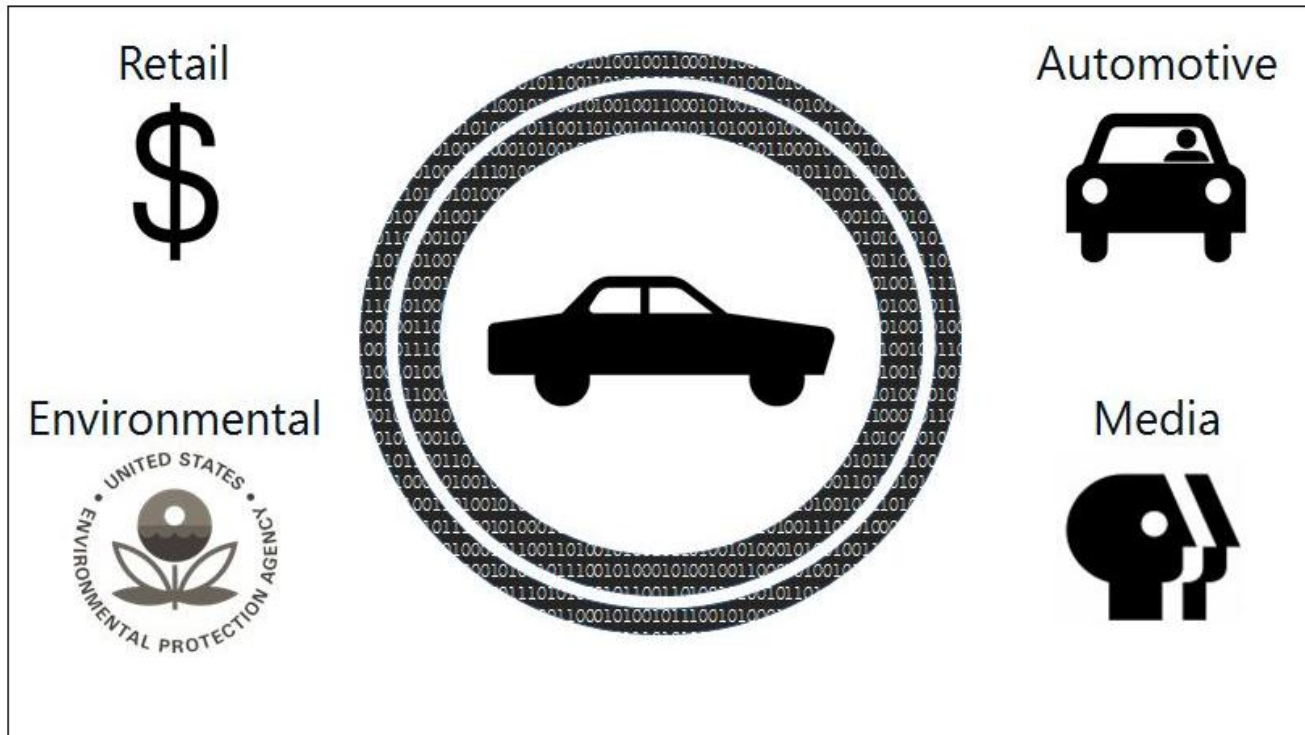
To Get Value, Create Value



- As more in-depth analytics are applied, you can move up the value chain

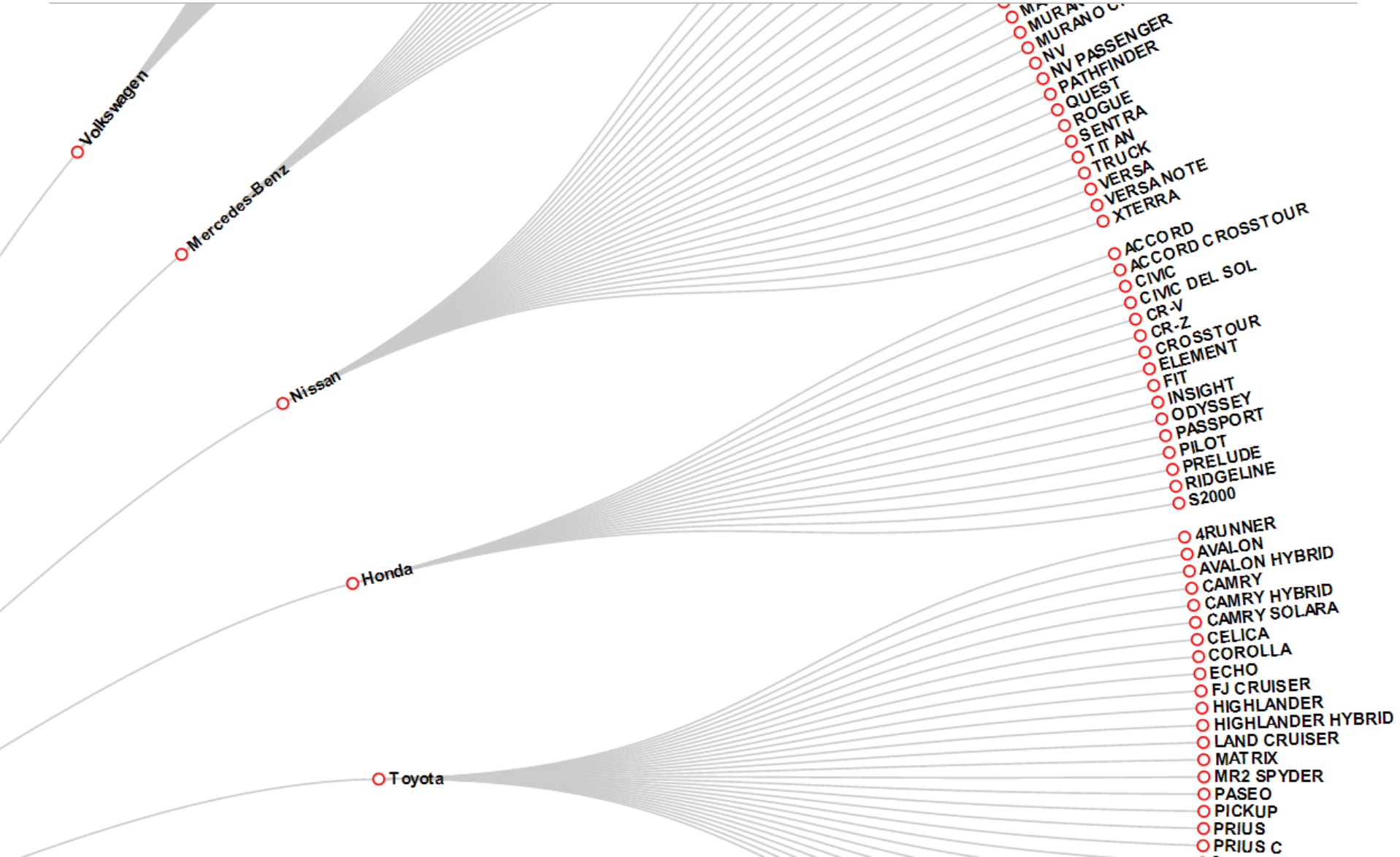
Spread Data as Widely as Possible

- One Data Source to Multiple Industries
- Multiple Data Sources to One or Many Industries





In-Drive Data



Data for Insurance Industry

- Usage-Based Insurance is a data-driven business using OBD dongle devices



- This data can be used for multiple industries...
 - The **insurance industry** is interested in **how the driver drives**
 - The **automotive OEM** is interested in **how the vehicle performed**
 - The **automotive dealer** is interested in **how the vehicle was driven**



My Driving – This Week

My Driving

All Time | Last Month | This Month | Last Week | **This Week** | Today

Jun 16 - Jun 19



Total Distance Driven:

113 mi

Average Trip:

13 mi

Max Speed:

73 mph

Average Speed:

13 mph

*Approx. Cost of Fuel:

\$22

Combined MPG:

21

City MPG:

20

Highway MPG:

26

*This number is an approximation.



How the Vehicle Performed: Check Engine Light Issues on a Vehicle



Random Cylinder
Misfire

September 29, 2013

System Too Lean

October 08, 2013

Cylinder 8 Misfire

October 20, 2013

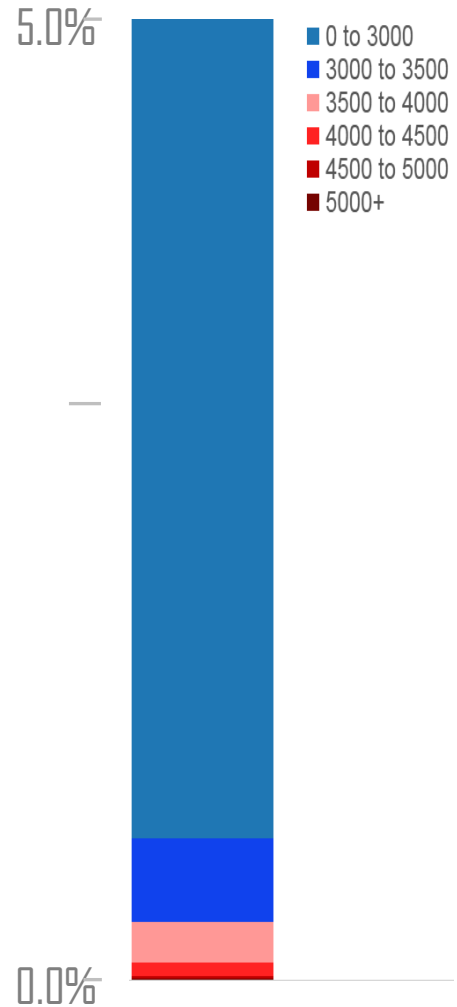
Over the course of 30 days this
Vehicle has reported 3 distinct
Diagnostic Trouble Codes



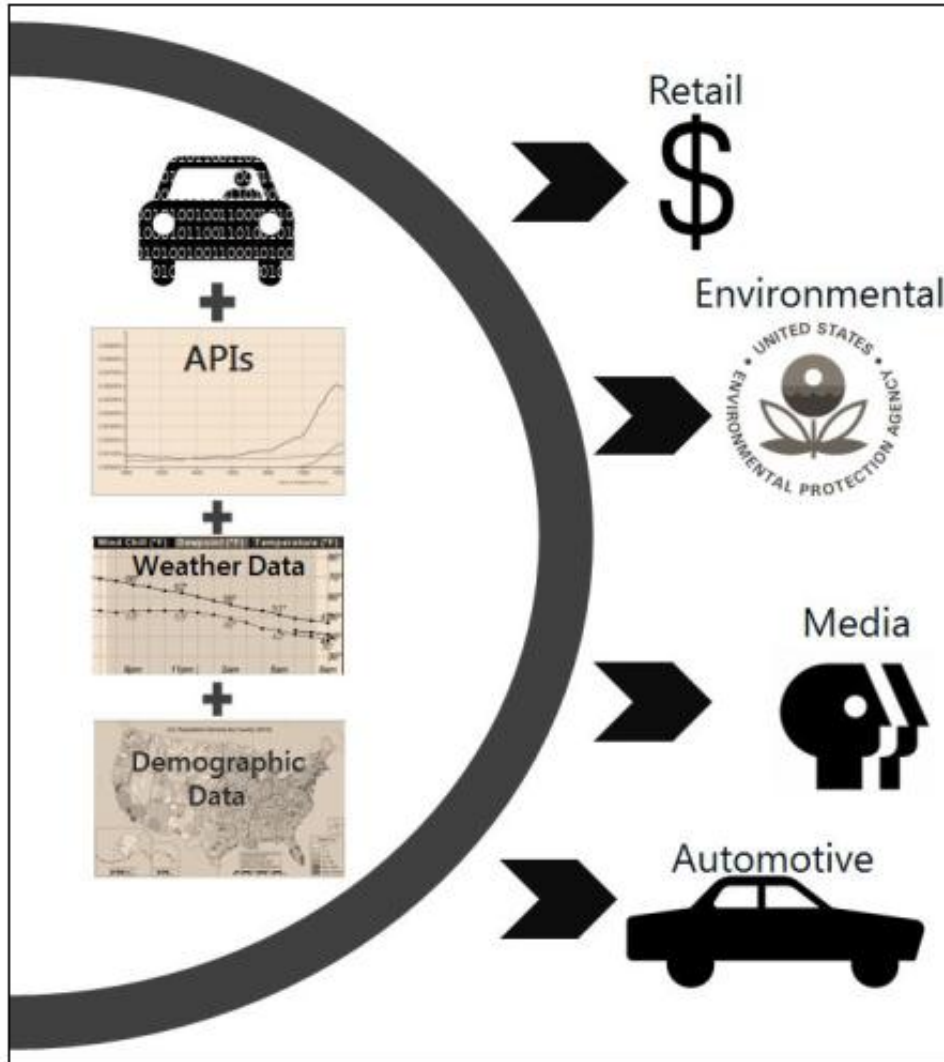
How the Vehicle was Driven: Engine RPM



Percent of Time Spent in RPM Zone



Multiple Data Source to Multiple Industries





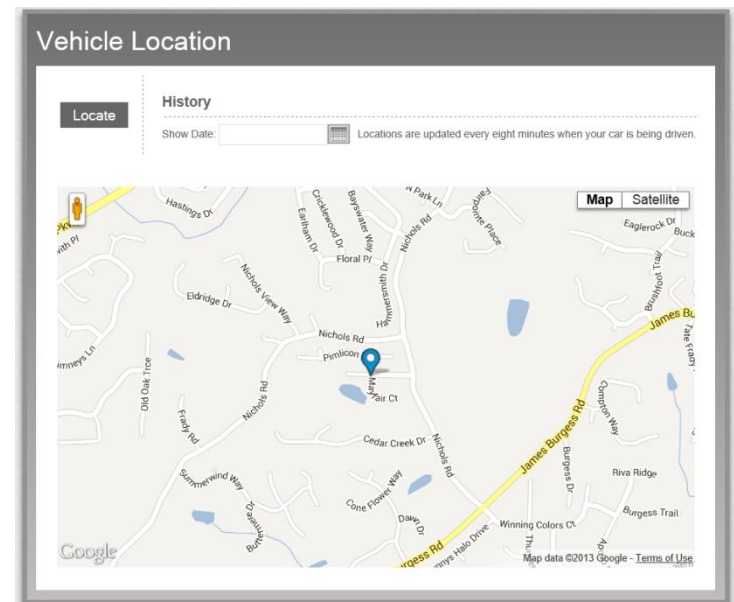
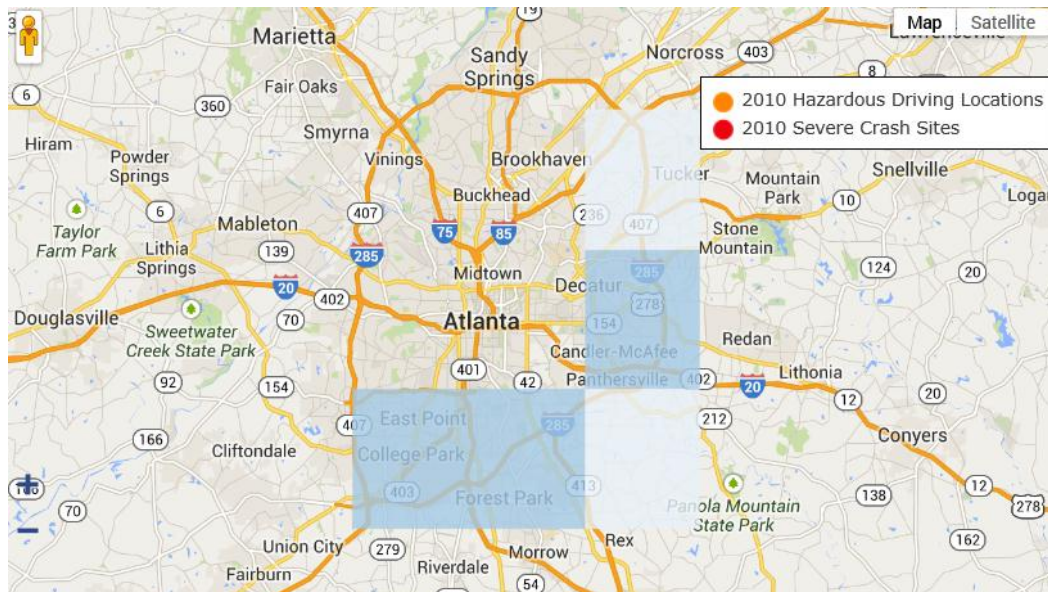
Mobile + Automotive Data

- Mobile Search History
- Automotive Location Accuracy
- Scenario:
 - Mary is looking for a new pair of shoes.
 - She uses her mobile phone to find a couple of pairs that she is interested in at two different stores.
 - She drives to the first store, tries on a pair but leaves because they are just not right.
 - She drives to the second store, tries on another pair, but does not buy them either. While at the second store, her eye catches the perfect pair on sale and she buys them.
- The combination of the mobile search and driving locations helps tell the perfect location-based advertising story



Automotive and Mobile Phone Data

- Mobile phones contain search history and approximate location
- Automotive data contains very accurate location





Questions?

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