



# WHY EMBEDDED SIM MAKES SENSE FOR AUTOMAKERS



**VOLVO CARS**

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# OUR CURRENT CONNECTIVITY OFFER

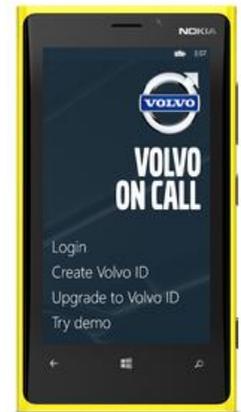


## SENSUS CONNECT

Our connected infotainment system with connected functions and apps. Apps like TuneIn and Park & Pay is combined with embedded features like Local Search and Send to Car.

## VOLVO ON CALL

Is a collection of connected services and the modem for the car. Started as safety and security solution, but when we added the convenience services through a mobile app the sale really went of.



# VOLVO ON CALL MARKETS



**VS SENSUS CONNECTS GLOBAL REACH**

# CHALLENGES WITH TODAY'S OFFERING



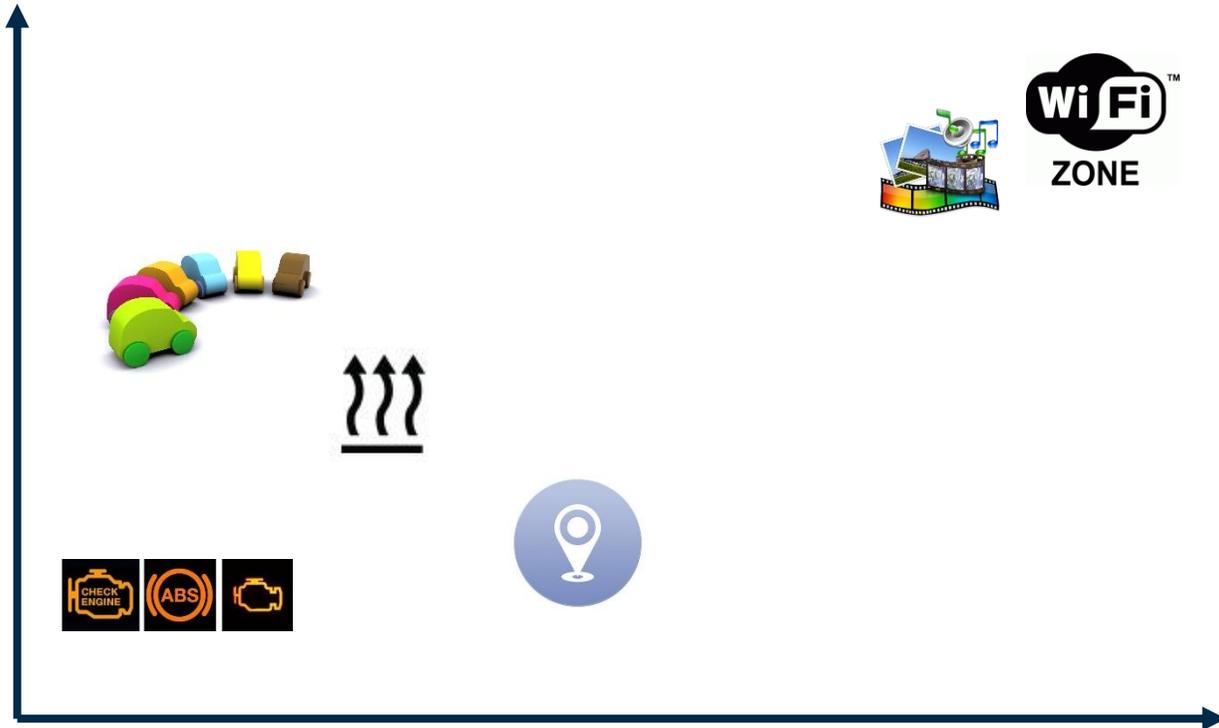
- Global product needs local adaptation
- Managing many operators
- Roaming in Europe



# SERVICES AND DATA CONSUMPTION

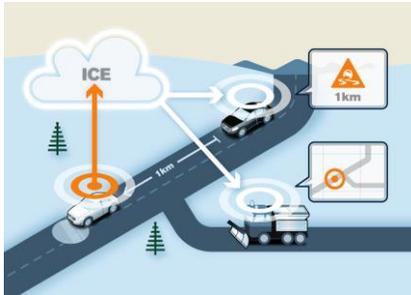


DATA CONSUMPTION



USAGE UNPREDICTABILITY

# FUTURE COMES WITH MORE DATA



## CONNECTED SAFETY

Volvo Cars is currently pioneering the connected safety area. This will force our cars to constantly be connected.

## AUTONOMOUS DRIVE

Autonomous cars will also be constantly connected to exchange data with the infrastructure.



## NEW SERVICES

We see that new services will also require a connection. Roam delivery that was shown last year is one example.

# VOLVO XC70 VS IPHONE

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**2008**



**2015**



# The Internet in Real-Time

How Quickly Data is Generated



By the way, in the 60 seconds you've been on this page, approximately 1354440 GB of data was transferred over the internet.

# WHY EMBEDDED SIM

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- Simplified SKU in production
- More flexibility in operator relationship
- Possibilities to innovate new business models
- Greater possibilities to mitigate roaming charges



# POTENTIAL ISSUES

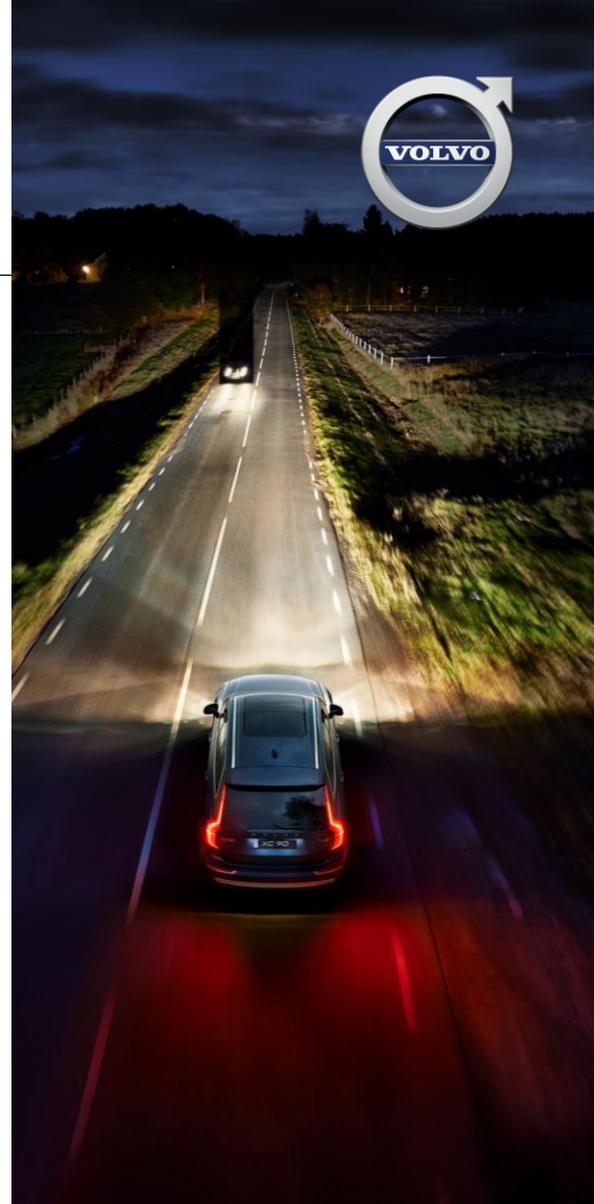
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## New business relations

- Arise of a new eco-system?
- Responsibilities
- Bootstrap-operator
- SIM management

## Technical

- Security





**Q&A**