Creating a Unique and Secure Connected Vehicle Experience
A Platform for the Connected Vehicle
With more competition than ever before, automotive manufacturers are focused on creating a “best-in-class” ownership experience for consumers who purchase or lease their vehicles. The goal: greater customer satisfaction... which in turn leads to greater customer brand loyalty.

But it isn't easy to meet or exceed ever-changing customer expectations. This is true particularly as the automotive industry undergoes a tremendous transformation in its use of technology. In the past, technology was used primarily to help run manufacturing operations and internal systems. Now, Product Engineers rely on technology in the vehicle itself for connectivity features and more.

In addition to providing owners with the latest features in their connected vehicles, automakers need to provide a superior connected ownership experience outside of the vehicle. This experience can happen any place or time, and with any device – such as a laptop, tablet, smart phone or more.

But this change impacts much more than the connected vehicle and owner. Many other connected devices are emerging for consumers, including smart televisions, health monitoring devices, household appliances, utilities regulators and more. Cisco predicted that about 50 billion things should be connected by the end of 2020. Morgan Stanley has predicted that 75 billion devices will be connected to the internet of things by 2020.1

So, where is this all heading? If you haven’t already realized, there is a global movement toward complete connectivity – where people and businesses around the world will be connected to what improves their efficiency and quality of life – all at a moment’s notice. That’s where Covisint can help. This document highlights some of the areas where Covisint is helping to resolve automotive connectivity needs.

**Securely connecting vehicles in the cloud.**

The Covisint Platform enables automotive OEMs to quickly onboard partners, third-party application providers and systems that interact with the connected vehicle. It also provides visibility into usage rates for connected vehicle features and applications that are available both at a vehicle level or netted higher to a model or platform level.

The Platform enables this through the use of dashboards, and allows OEMs to centralize critical data about the connected vehicles for CRM, customer experience and quality monitoring purposes. It allows OEMs to promote a more positive ownership experience and ensures security of the data stream being transmitted to and from the vehicle – and helps build a loyal customer base.

**Enhancing the connected driving experience.**

The Covisint Platform enables drivers to be connected to their vehicle, the manufacturer, dealership, third-party service providers, social contacts – at any place and any time.

It allows drivers to visualize information from a variety of sources, and to generate commands to provoke vehicle response through the head unit, mobile devices, wearables and more.
The Platform provides vehicle owners with greater visibility, allowing them to see vital information about their vehicle(s) in one location for all aspects of ownership (finance, dealer, features, social channels, etc.) on any device. The settings and driving experience established in one vehicle are transferable from vehicle-to-vehicle – old to new and to rental cars.

**Supporting usage-based insurance connectivity.**

Changes are occurring in the automotive insurance industry. Competition is intense, and risk is at an all-time high. Many insurance companies are adopting usage-based insurance programs to respond to consumer demand for lower rates and to decrease defection to competitive insurance brands.

Drivers that opt-in to usage-based insurance programs can receive tremendous financial benefits from insurance providers. However, transmitting this confidential information requires the highest level of security.

The Covisint Platform enables connectivity to remote OBDII devices and vehicles while integrating the data with enterprise systems to allow vehicle diagnostics and driving behavior analysis. Additionally, partners or third-party providers that support other types of insurance policies provided (life, disability, health, etc.) can be integrated into the same system to provide other points of data for every customer. The result is the ability to provide contextual relevancy to customers, leading to higher loyalty rates and lower cost of insurance.
Leveraging dealer networks to create loyalty.

Driving owner loyalty is top of mind at the OEM and dealer levels – and improving owner engagement is crucial in achieving this goal. The Covisint Platform integrates with various Dealer Management Systems to collect service visits and vehicle performance data.

The information generated enables you to have a continuous dialogue with drivers concerning vehicle health, driving behavior and more – allowing you to provide personalized ongoing suggestions for dealer maintenance, repairs, and to offer discounts.


The Covisint difference

Covisint offers an infrastructure agnostic, highly scalable, and purpose-built Platform-as-a-Service (Paas) for unlocking the potential of IoT and identity-centric solutions.

Differentiation is in the Solution – a cloud-based PaaS unlocks customer and partner led development and faster innovation in the application layer.

Infrastructure agnostic and highly scalable – to meet the privacy, security and performance demands of increasingly global businesses.

Purpose-built for solutions that connect people, processes, systems and things – enables faster innovation in the platform capabilities and your solutions.

Offered as a cloud service – to drive operational simplification and reduce costs for customers through economies of scale.

About Covisint Corporation

Covisint is the leading Cloud Platform for building Identity and Internet of Things (IoT) applications. Our Cloud Platform technology facilitates the rapid development of identification, authorization and connection of complex networks of people, processes, systems and things.

Covisint’s Platform supports customers in their endeavors to securely identify, authenticate and connect users, devices, applications and information. It supports 2,000 organizations who connect more than 212,000 business partners and customers that support $4 billion in ecommerce transactions annually. Learn more at www.covisint.com.