

HANSEN FOR CONNECTED CAR

**CREATING, SELLING AND DELIVERING
SERVICES FOR INTELLIGENT VEHICLES**

Tomorrow's cars will exploit advanced technology and responsive wireless networks to create a totally new driving experience. Everything from entertainment and guidance systems, to safety, security and payments will come from the cloud – enabled by super-fast, low-latency 5G technology.

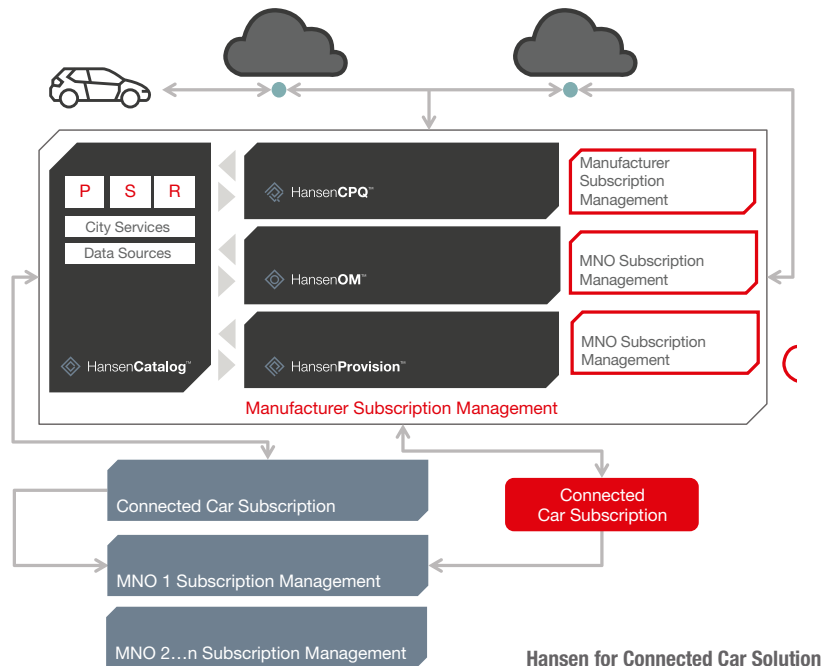
The automotive business will be less about the vehicle and more about the services that surround it – enhancing and even replacing the various functions that comprise 'driving' as we currently understand it.

HANSEN FOR CONNECTED CAR

Hansen for Connected Car brings order and coherence to a complex marketplace, allowing vehicle manufacturers and other service providers to accurately specify and logically structure their propositions, linking commercial elements – including pricing and promotion – with technical enablers to support both sales and delivery.

Hansen Catalog acts as a hub for product, service and resource data, maintaining and exposing the relationships between products, services and their component parts. The product set is defined 'once only', but then accessed by multiple business functions and users, reducing the potential for delivery failure, unhappy customers and costly remedial work. Flexible product rules ensure that non-viable products and services are never offered or delivered to the customer.

Hansen for Connected Car supports comprehensive product lifecycle management (PLM) and workflow – guiding not just the development of products and services but also, through **Hansen OM** and **Hansen Provision**, provisioning, activation and status monitoring. It also allows products and capabilities provided by partners to be federated into a single integrated product catalog – a 'single point of truth' for the product set that allows efficient product management.



BENEFITS

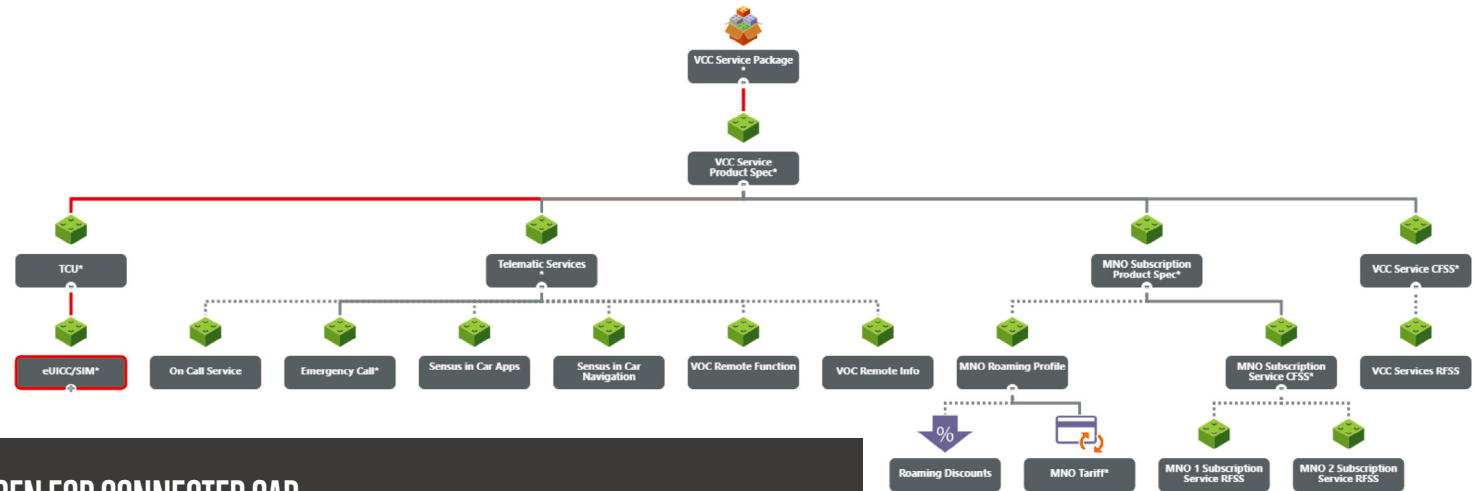
Simplicity – A single point of reference for product information, control and lifecycle management minimizes duplication errors, improves customer experience and reduces costs by up to 25 per cent.

Rapid Monetization – For in-car services to drivers, and telematics data services to public authorities, breakdown companies, insurance and other third-party organizations.

Context-sensitive – Recognizing the customer's existing service context (including in-car technology and SIM status) allows for a more competitive and relevant customer proposition and a higher rate of closure.

Master Data Management – Unifying technical and commercial data in a core catalog for efficiency, precision and a shorter time-to-market for new in-car services.

Coordination – Replacing 'order disorder' with orchestrated tasks and standardized workflows increases speed, accuracy and control of order execution, improves customer experience and shortens time to revenue. Fallout rates are typically reduced to less than 0.1 per cent.



HANSEN FOR CONNECTED CAR IN USE BY MAJOR EUROPEAN CAR MANUFACTURER

Hansen for Connected Car is used by a global automotive manufacturer, supporting over 1 million subscribers and with an expectation of reaching more than 10 million. Hansen products serve as the business platform for a subscription management service for legacy (embedded SIMs) and new-generation connected car services. It was chosen to better manage the global nature of the connected car program through orchestration of service offer and fulfilment with partner mobile operators. Hansen was chosen to support the program in four critical areas:

Service Complexity – Hansen provided a flexible, catalog-driven system to create, manage and orchestrate the delivery of pre-integrated subscription services.

Orchestration – With multiple partner operators and complex offerings, Hansen's software automates order fulfilment, avoiding costly and time-consuming order fallout and delivers an improved customer experience..

Omni-Product – Hansen Catalog has the proven flexibility to support any conceivable digital product and service, providing innovative product agility for the connected car program.

Strong SI Relationship – Hansen has a proven track record with the connected car program's nominated systems integrator through four projects with other service providers.

Connected Car Services Modelled in Hansen Catalog

In supporting connected car initiatives, Hansen is once again enabling 'growth beyond the core' – a key part of its digital vision.

Automotive manufacturers creating, selling and delivering new digital services are a great example of how market leaders in many industries are adapting and finding growth beyond their core set of products and services.

Hansen believes that growth in the age of 5G-enable services will depend on going beyond the core offering without discarding the 'long tail' of traditional business revenue, and is proud to be part of this 'growth beyond' in a dynamic and evolving automotive industry.

