Otonomo Car Data Services Platform

Opening up new value streams for telematics service providers
Car data opens up a whole new world of possibilities, from bringing new safety and efficiency to transportation to delighting drivers and passengers with new experiences.

Telematics service providers (TSPs) have operated on the cusp of this new wave of innovation, capturing data directly from cars to improve fleet operations. The Otonomo Automotive Data Services Platform gives TSPs new opportunities to:

- Extract value from their data
- Broaden their footprint by obtaining data directly from connected cars
- Expand their fleet offerings through value-added services

The Otonomo Automotive Data Services Platform paves the way for new apps and services that benefit drivers, passengers, service providers, and the transportation ecosystem. The Platform secures and reshapes car data to make it more easily usable for diverse apps and services, while managing regulatory compliance and putting drivers’ privacy first. Our expertise, global partnerships, and neutral approach increase the power of the data network for everyone who participates in it.
“A third-party data market is much more likely to create a market for data than a single automaker or supplier.”

Gartner

Otonomo works directly with mobility and transportation service providers and has built a deep understanding of their car data needs. Our ecosystem partners have offerings as diverse as emergency services, roadside assistance, on-demand fueling, parking, vehicle preventive maintenance, insurance, and smart city services. Our expertise, platform capabilities, and ability to bring together data from multiple sources create a data feedback loop that increases value for all ecosystem partners.

Protect driver privacy, secure automotive data

The Otonomo Platform is designed to protect both driver and commercial interests with secure data management and granular controls over what data gets shared anonymously or associated with a vehicle. By proactively supporting drivers’ rights and managing data security, Otonomo makes automotive data more usable — and therefore more valuable.

The Otonomo Dynamic Anonymization Engine protects driver data with sophisticated combinations of anonymization techniques to make anonymous automotive data usable and valuable for a diverse range of mobility applications and services. A driver can be identified not only by personal information but also indirectly by the vehicle’s VIN number, location, or trip patterns, such as driving daily to and from work. However, “brute force” anonymization would render the data useless for many types of applications and analyses. The Dynamic Anonymization Engine applies a different “best way” to anonymize automotive data for each use case for which it will be consumed.
Realize value faster with reshaped data

Today’s car data is difficult to use for transportation and mobility apps and services because it was designed and structured for a different purpose: to operate vehicles. The Otonomo Platform reshapes this data to increase its value and accelerate time to market for developers. The Platform uses patented technology and machine learning to harmonize, cleanse, aggregate, and enrich data so that our partners can make immediate use of it in their applications.

By eliminating much of the difficult work for everyone in the ecosystem, the Otonomo Platform accelerates data monetization.

Build many revenue streams from one integration

The Otonomo Automotive Data Services Platform includes a simple RESTful API that allows service providers to quickly integrate car data into their services through the Otonomo Platform and consistently access critical data. Partners have one simple API to access the data they need to run their services — no matter how many OEMs or TSPs are supplying the underlying data. Data providers have much less work to do to maintain technical integrations with data consumers.

Tap directly into data from connected cars

The Otonomo Platform ingests data directly from connected cars and can make this data available to supplement data from existing onboard devices (OBDs) deployed by TSPs. By tapping into this data, you can save hardware installation and support costs while expanding your data footprint to support new offerings.

“**The most important benefit is that I don’t need to address the unique requirements of individual data providers. Instead of performing data research, we can utilize more time for business development.**”

**CARMEN NOWACK**
**SOLUTION DIRECTOR, DATA, PTV GROUP**
Raw Text:

Offer value-added services to your customers

Partnering with Otonomo opens up new opportunities for you to enhance revenue and improve loyalty within your customer base. In addition to providing car data to our partner ecosystem, you can offer new services to your customers enabled by the Otonomo Platform, such as:

- Remote diagnostics, which turn obscure status codes into information that fleets can use to identify required service and prevent breakdowns on the road
- Parking payment for fleets, enabling fleets to pay for their drivers’ parking in certain areas to simplify drivers’ work and avoid fines
- Fleet expense management to track individual trips
- On-demand fueling, which saves drivers’ time and keeps vehicles on the road
- Toll management, streamlining drivers’ activities and increasing visibility into tolls paid
- Driver scoring to increase fleet safety

As you look to expand your offerings and as more value-added services become available, you can easily discover them on the Otonomo Platform and make them available to your customers through one integration and one contract.

Simplify consent management for new services

New value-added services may require you to obtain additional consent from drivers. The Otonomo Consent Management Hub makes it simple and straightforward for drivers to grant or revoke access for specific services at any time using a mobile app. A networked architecture simplifies setup and eliminates point-to-point integrations between drivers, fleets, your systems, and the diverse value-added services that you can offer. The Consent Management Hub passes consent status with every data request so you stay in compliance with global regulations and meet drivers’ privacy expectations.
ABOUT OTONOMO

The Otonomo Automotive Data Services Platform fuels a network of 15 OEMs and more than 100 service providers. Our neutral platform securely ingests more than 2 billion data points per day from over 18 million global connected vehicles, then reshapes and enriches it, to accelerate time to market for new services that delight drivers. Privacy by design is at the core of our platform, which enables GDPR and other privacy-regulation-compliant solutions using both personal and aggregate data. Use cases include emergency services, mapping, EV management, subscription-based fueling, parking, predictive maintenance, usage-based insurance, media measurement, in-vehicle package delivery, and dozens of smart city services. With an R&D center in, Israel, and a presence in the United States, Europe, and Japan, Otonomo’s investors include Bessemer Venture Partners, Aptiv, Dell Captial, Hearst Ventures, StageOne Ventures, and Maniv Mobility.

Recognition highlights

Otonomo has been recognized globally by over 25 industry analysts and thought leaders.