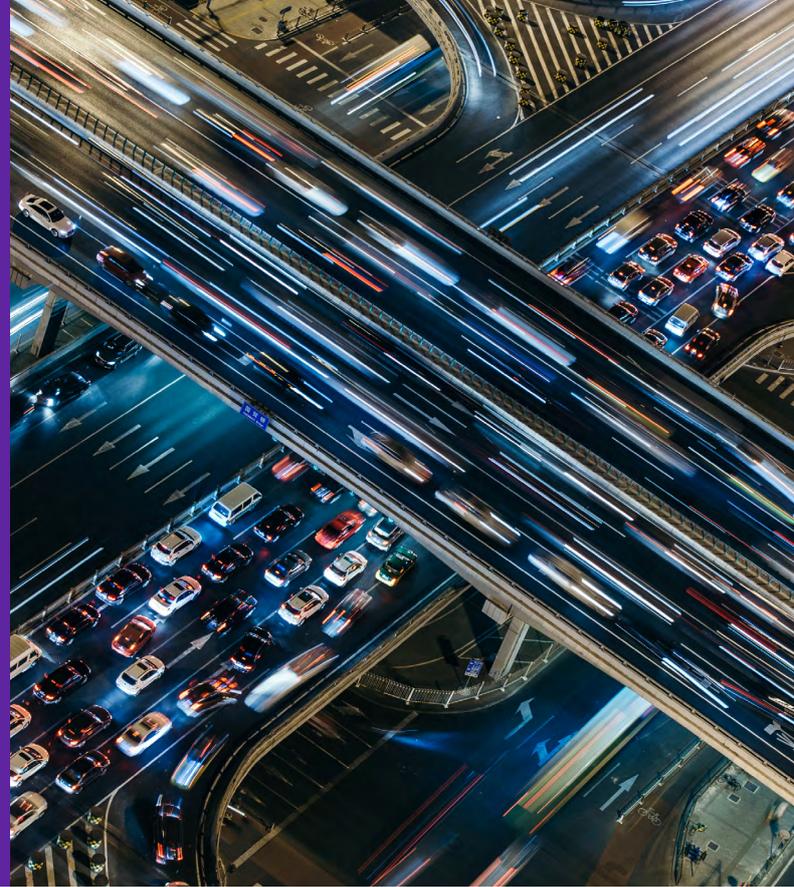# luxoft
A DXC Technology Company

Enabling effective monetization of connected car data

Development of in-vehicle edge components to support containerized app management

Case study

$100-300
gross margin in Customer Acquisition Services per new customer

$10-15
in Driver Risk Intelligence per each data inquiry

$100-200
in Collision Analytics per incident

Client:

MOTER

📍 Challenge

Efficient data monetization presents both a significant opportunity and challenge for the automotive industry. MOTER Technologies identified edge processing as the key technology for accelerating data monetization while focusing on insurance use cases. MOTER wanted to build the key infrastructure needed to showcase their solution across a small fleet of vehicles. It was critical to develop a low impact embedded solution that could meet the strict requirements of automotive-grade software. This included an initial minimal viable product (MVP), scaling to a real-life fleet scenario and building an example to show target customers.
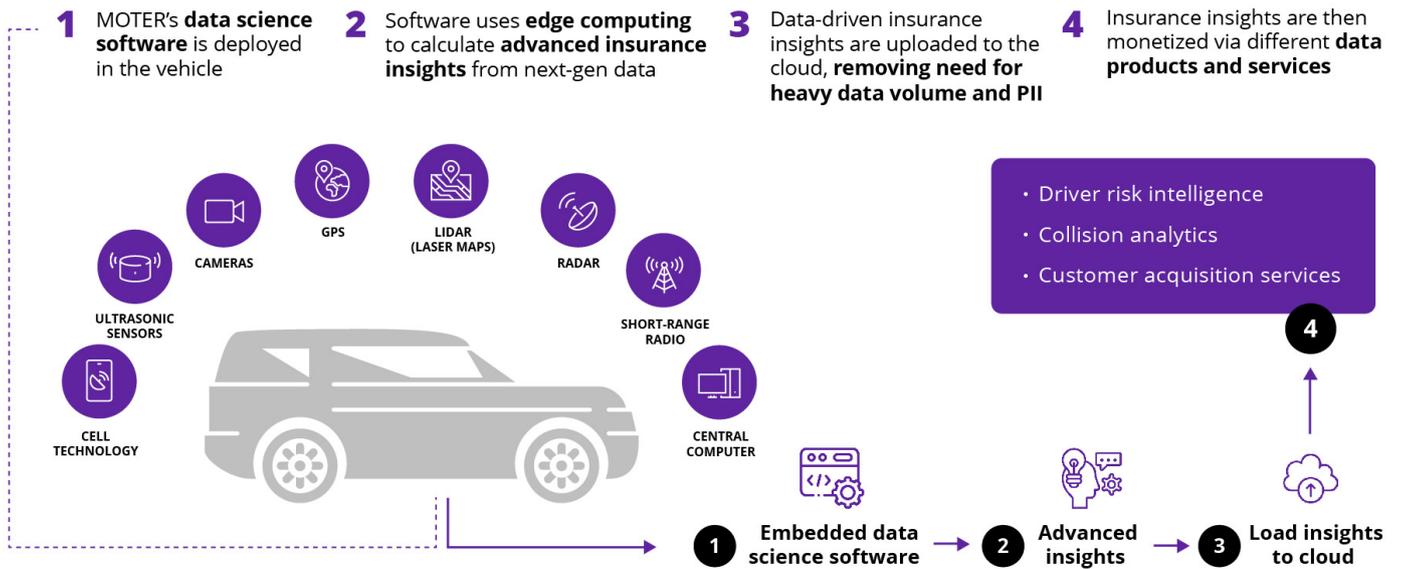
💡 Solution

Luxoft was chosen to build this platform and firstly develop an MVP for 10 devices using the NXP hardware. The solution was scaled up to 500 vehicles. This new edge architecture has been submitted as an open-source standard to **SOAFEE**.

The solution uses containers to collect and process the data and to act as a local data broker. These containers are tied to the cloud and stored through an AWS IoT Greengrass component. To enable deployment as an aftermarket option, we leveraged a dongle option in the ODB2 port.

MOTER technology process flow

An edge-computing based data science platform for connected car data

1 MOTER's **data science software** is deployed in the vehicle

2 Software uses **edge computing** to calculate **advanced insurance insights** from next-gen data

3 Data-driven insurance insights are uploaded to the cloud, **removing need for heavy data volume and PII**

4 Insurance insights are then monetized via different **data products and services**

- GPS
- CAMERAS
- LIDAR (LASER MAPS)
- RADAR
- ULTRASONIC SENSORS
- SHORT-RANGE RADIO
- CELL TECHNOLOGY
- CENTRAL COMPUTER

- Driver risk intelligence
- Collision analytics
- Customer acquisition services

1 Embedded data science software → **2** Advanced insights → **3** Load insights to cloud

Results

- Edge acceleration framework which supports the deployment and management of multiple in-vehicle apps — enables MOTER's app to be deployed in a container

- Enables the safe and secure deployment of third-party applications into the automotive ecosystem

- Automakers and mobility companies may adopt this architecture directly in the vehicle software platform to enable additional data monetization use cases

> Data monetization is a key challenge and opportunity for automakers in their evolution to SDVs; the platform that we built for MOTER enables the safe and secure deployment of third-party applications into the automotive ecosystem.

Michael Barczak
VP, Head of Automotive Americas, Luxoft

> We are very happy with the outcomes of this project since we now have a concrete, real-life example to show to automakers and insurance companies. This has triggered a lot of interest and we are really excited with all these data monetization opportunities.

Fujii Kenji
CEO MOTER Technologies

About Luxoft

Luxoft, a DXC Technology Company delivers digital advantage for software-defined organizations, leveraging domain knowledge and software engineering capabilities. We use our industry-specific expertise and extensive partnership network to engineer innovative products and services that generate value and shape the future of industries.

For more information, please visit **luxoft.com**