

An aerial photograph of a parking lot filled with various cars. A large, solid blue circle is superimposed over the center of the image, partially overlapping several cars. The word "otonomo" is written in white, lowercase letters across the top of the blue circle.

otonomo

**OBI+**  
Connected Car Services

A safer, better and smarter future  
powered by data-driven services



## PROFILE

OBI+'s mission is to enable a safer, better, smarter future by making connected car services accessible to everyone. OBI+ offers a cloud-based application platform with the infrastructure and digital products to launch and scale a new service. OBI+ helps businesses reach the fastest time to market without the complexity of managing IT infrastructure or building digital services from scratch.

## HIGHLIGHTS

- A full range of backend and frontend services
- Plug & play data sources
- Ready to use connected car services

## USE CASES

Real-time vehicle management  
Preventive maintenance  
Fleet management  
Proactive service and repair

## AUTOMOTIVE DATA PARAMETERS USED

Vehicle location, Trip data, Vehicle status and more, depending on the use case

## CHALLENGE

Connected vehicles are actively generating and sharing vehicle data leading to improved driving and consumer experiences. Consumer expectations are driving the proliferation of automotive-focused apps and services. But, service providers can be overwhelmed by the complexities and resources needed to design and maintain a scalable solution, especially when IT management is not part of their core business.

There are numerous technical and commercial challenges to be solved to successfully launch a connected car service.

### Technology Infrastructure Challenges

Services providers need a backend infrastructure to ingest various vehicle data sources and manage cloud services. They also need a large set of software tools required for implementing, managing, and improving operations, such as user management, digital agreements, business intelligence, subscription management, and more.

### Reducing the Complexity of Data Collection

Until recently, service providers relied upon aftermarket devices to collect data. This required maintaining additional hardware, a significant logistics burden throughout the devices' lifecycle: from installation, tracking, and troubleshooting of malfunctions, to periodic replacements of faulty or obsolete units, and making sure aftermarket devices are reinstalled after maintenance service completion.

### Enabling Commercialization

Service commercialization is yet another challenge. The key to building a sustainable service, and reaching desired commercial objectives, requires easy and direct access to usable data.



"The integration with Otonomo was straightforward and easy to implement. The process was clear, and we received all the support we needed from the Otonomo team."

GEORGE JORDANOV, CTO, OBI+

## SOLUTION

OBI+ offers a cloud-based platform that provides the infrastructure and digital products to launch and scale new services. The platform helps businesses to achieve fast time to market without the complexity of managing an IT infrastructure or building digital services from scratch.

Whether service providers are searching for innovative ways to drive customer retention and loyalty, optimize their business, or make vehicles more attractive, they get the technical setup they need to get started instantly. By partnering with OBI+, such companies can continue to focus on their core business and create even more value for their own customers. All this, while OBI+ takes care of all the background infrastructure. Additionally, OBI+ partners expand their service portfolio quickly and cost-effectively by utilizing OBI+ ready-to-use services that include vehicle service and repair, fleet management and drivers' services.

"We remove the barriers to commercialization

**"Accessing millions of vehicles through Otonomo's platform is a great opportunity to more quickly bring our concepts to market."**

**GEORGE JORDANOV**

of vehicle services by eliminating hardware. By removing this limitation with connected car data translates to fewer upfront costs, fewer resources involved, and less hardware-related tasks." explains George Jordanov, CTO at OBI+. "On the upside, we enable scalability at a higher growth rate and can empower our clients to focus more on their core software solutions."

Otonomo vehicle data enables OBI+ greater scalability, increased value for customers, and the ability to innovate even faster. "Embedded car data is the future of connectivity", added Jordanov, "Accessing millions of vehicles through Otonomo's platform is a great opportunity to more quickly bring our concepts to market."

## RESULTS

"The integration with Otonomo was straightforward and easy to implement. The process was clear, and we received all the support we needed from the Otonomo team." Jordanov comments, "We started to consume data on the first day after completing the integration, which was amazing. The whole process was fast and simple."

Utilizing Otonomo's cleansed and normalized traffic data from multiple OEMs has helped OBI+

to enhance their services and the quick data integration opened up options for new projects.

"Overall, working with Otonomo has helped us to expand our offering and ability to deliver more value to our customers." Jordanov concludes. "In Otonomo, we found a partner that has made it easier for us to get started by setting the foundation required to work with vehicle data and managing the complexity of communicating with the global stakeholders."

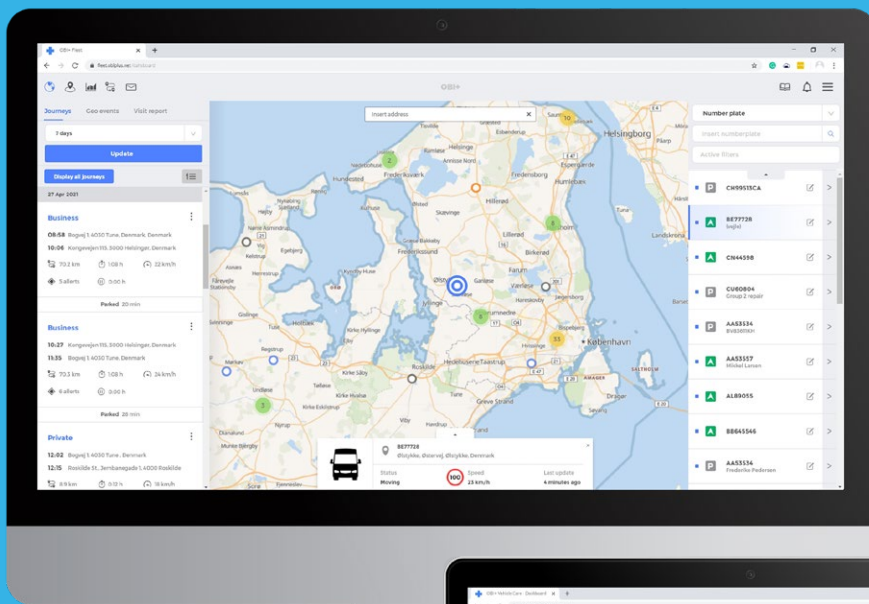
## WHY OTONOMO?

OBI+ has been working with vehicle data for years, relying on installation of additional hardware, such as aftermarket devices. However, broader and standardized access to embedded car data is a game-changer for them. “We have been following the development within the space of vehicle data availability for a while, and Otonomo has been a key contributor to it”, noted Jordanov. “We considered this collaboration as a natural next step in introducing richer data sets to our customers and partners.”

Otonomo’s single access point to diverse types of data from multiple OEMs enabled OBI+ to quickly integrate and start consuming. “Being able to work out one integration and utilize it for accessing vehicle data from multiple manufacturers was great and perfectly fitted our needs.” Jordanov added, “We are now exploring other data sets to enhance the functionality of our services.”

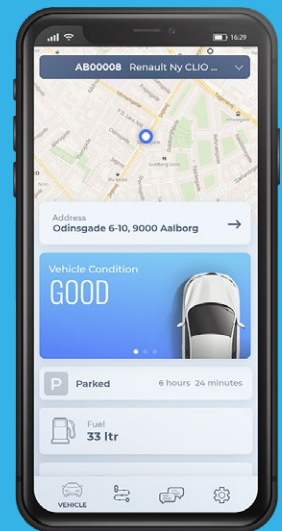
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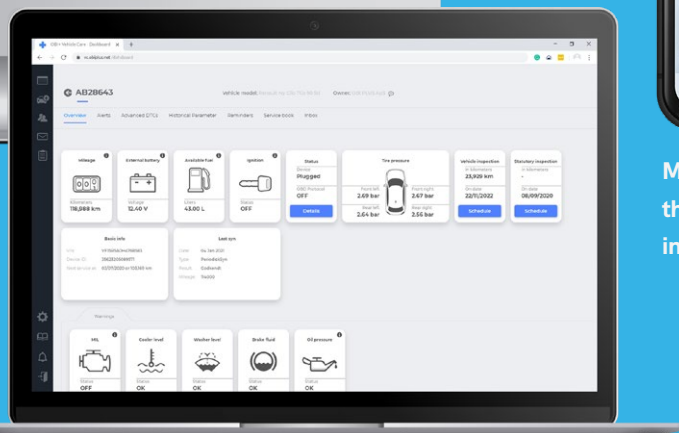


Key vehicle-related data and events monitoring

Web-based fleet management service that makes it easy to track, maintain, and manage vehicles



Multi-feature mobile apps that enable seamless digital interactions with everyone



## ABOUT OTONOMO

Otonomo fuels an ecosystem of OEMs, fleets and more than 100 service providers. Our platform securely ingests more than 4 billion data points per day from over 40 million global connected vehicles, then reshapes and enriches it, to accelerate time to market for new services that improve the in-and-around the car experience. Privacy by design and neutrality are at the core of our platform, which enables GDPR, CCPA, and other privacy-regulation-compliant solutions using both personal and aggregate data. Use cases include emergency services, mapping, EV management, subscription-based services, parking, predictive maintenance, insurance, media, in-vehicle services, and dozens of smart city solutions. Otonomo has an R&D center in Israel and a presence in the United States, and Europe.

More information is available at [otonomo.io](https://otonomo.io)

## ABOUT OBI+

OBI+ is a tech company providing an application platform for connected car services. In its core, OBI+ is driven by a great team of engineers, designers, marketers with a mission to empower innovation through a suite of services built to enable personalized digital experiences for every car driver, fleet operator, mechanic, and any other service provider who recognizes the potential for safer, better, smarter future powered by data. The company is based in Denmark and operates across Europe.

More information is available at [obiplus.com](https://obiplus.com)

