

Aria for Connected Vehicles

Overview

Aria for Connected Vehicles is a better way for enterprises to monetize connected vehicle services and generate sustainable recurring revenue streams.

Aria's enterprise-grade SaaS platform supports virtually any monetization model from one-time purchases to subscriptions and consumption/usage models across all major currencies and geographies.

Manage your offers of products and services, your customers and their relationship with you, how you bill and collect from your accounts, and how you recognize and report on your recurring revenue.

Key Customers

- Audi
- Edmunds
- Falck
- HERE (Audi AG, BMW Group, Daimler AG/Mercedes)
- Subaru

Why Enterprises Choose Aria

- Support new recurring revenue business models
 - Subscriptions
 - Usage/Consumption
 - Free trial to paid conversion
- Launch products/services faster
- Upgrade inflexible billing system
- Consolidate legacy billing systems
- Monetize business assets and services in new ways
- Transform incumbent business model(s)
- Modernize revenue operations, yet leave accounting/GL as-is

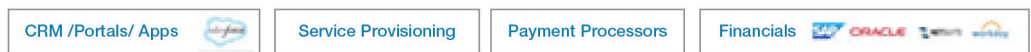
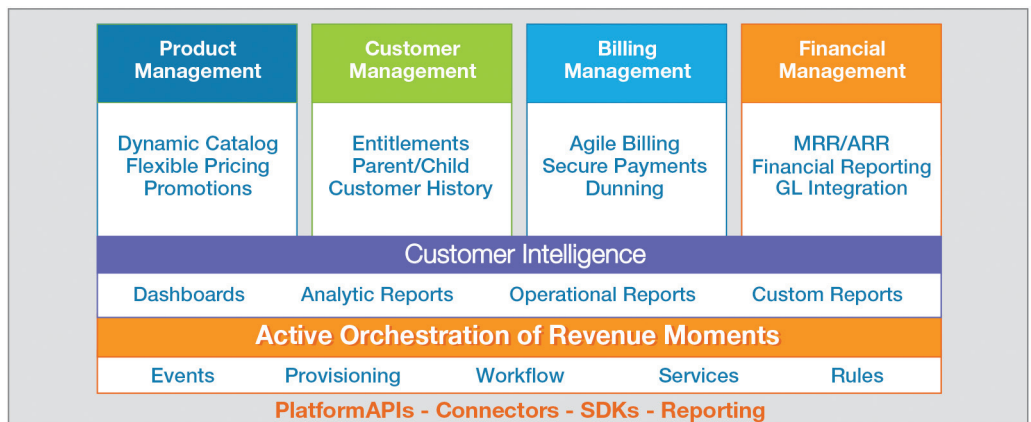
Vehicle Ownership Shifts to Services

The automotive, heavy equipment, and machinery industries are faced with some of their most significant opportunities in decades. Once dependent nearly exclusively on one-time sales, innovators like Audi, Subaru, and HERE are shifting to customer-oriented, usage-based business models. In order to become closer to the customer, align offers with their interests, and create brand loyalty, these companies are shifting to own the relationship, not just the transaction. As vehicles become the hottest "thing" in IoT, manufacturers are working to create new revenue streams from connected services and monetizing usage-based alternatives to traditional purchasing and leasing. The big challenges currently facing connected vehicles have little to do with the technology itself. Instead, the main hurdle standing before anyone seeking to capitalize on the connected vehicle business is how to construct a viable business model where monetization is possible.

Drive Recurring Revenue by Design

Agility and speed to market are of paramount importance in the connected vehicle world, whether in regards to initial offerings or in reaction to changes in market conditions and consumer demands. Especially for mature enterprises like OEMs that have developed dependencies on legacy back-office systems, existing infrastructure was either not built to rapidly support new offering models like recurring revenue, and/or require expensive and time-consuming development resources in order to institute anything new. More modern (usually cloud-based) back-office systems offer not only dramatically shorter implementation timelines than legacy or home-grown systems, but also put the power of innovation and change in the hands of line-of-business owners. These systems also need to integrate with everything from mobile apps, entitlement/provisioning systems, payment processors and existing accounting/GL systems.

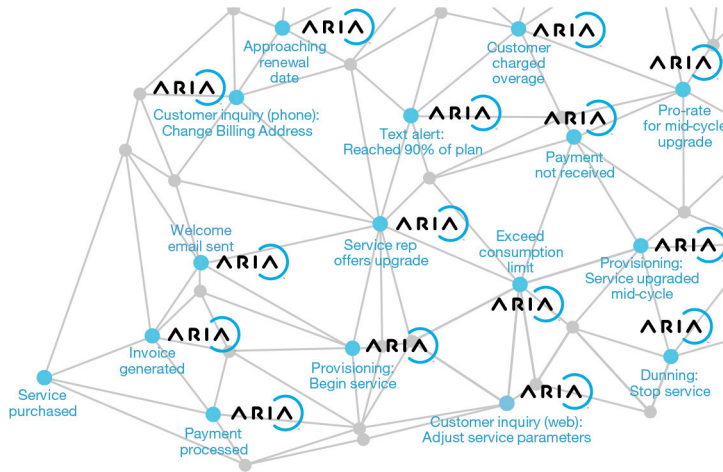
CLOUD-BASED MONETIZATION PLATFORM



Vehicles as a Service Require Usage-Based Billing

A cornerstone of this shift to services is usage-based billing, requiring the ability to bill per mile, per gallon, per ride, per hour, or on any other imaginable data point. For example, a telematics customer uses Aria to track billing for a new mileage-based road tax initiative. Others use Aria to tabulate what customers owe based on API call requests. And a vehicle manufacturer uses Aria to calculate charges for luxury car service including mileage and fuel usage, calling Aria via its smartphone app. Usage-based billing is essential for UBI, mileage-based road tax, ride sharing, and transportation-as-a-service in general.

Monetization of things: An IoT Approach



Whether you need to handle the split billing like corporate-pay/ business unit-pay, or you need to manage a vast collection of assets such as fleets of IoT enabled vehicles, Aria's hierarchical approach to accounts and customers assures that you bill precisely what is owed.

Even when usage is not "billed", data can be leveraged to understand customer engagement and trigger offers and upsells. Aria's Active Orchestration is always coordinating information between systems, pulling and pushing information. This allows, for example, automatic notifications to be sent to customers crossing a usage-threshold can trigger an offer to a higher level of service.

Monetizing Connected Vehicles with Aria

On-demand Vehicles: Access vehicles by the hour, anytime, anywhere, any type of vehicle. Discounts and loyalty benefits for high use, receive higher priority, access to better cars. Smartphone apps can be tied to Aria APIs. Aria holds customer credit card information, protecting it with bank-rate security, and saving companies PCI compliance costs.

Lifestyle Access: Provide subscriptions to a pool of vehicles, ability to swap out as desired. Tie subscriptions to a fleet of cars in a luxury apartment building, access a fleet of cars at an office park or campus.

Road Use Taxation or UBI: Track mileage on public/private roads. Issue monthly, quarterly, yearly bill or refund based on tax or tolls paid vs road use, and type of vehicle.

Knowledge monetization: Provide shops and dealerships access to expertise online: Training, diagnostics, management tools, and marketing tools. Expertise otherwise too expensive to access results in higher customer satisfaction and growth.

Recurring revenue: Move from selling one-off items to creating value-added recurring services. Tie electronic services to the item offered directly to users. Move from one-time transaction model to pay-as-you-go models. Usage-based leasing, usage based insurance.

Data monetization: Sell downstream analytics of driver patterns to cities, planners, DOTs, insurers, consumers. Monetize traffic flows, computer heat maps, driving habits. Monetize access to APIs like leading mapping/location services.

About Aria Systems

Aria Systems' cloud-based monetization platform is the consensus analyst choice, top ranked by leading research firms. Innovative enterprises like Audi, HERE, and Subaru depend on Aria to accelerate time to market and increase flexibility, enabling them to maximize customer value and grow recurring revenue through subscription- and usage-based offerings

For more information go to www.ariasystems.com or contact Aria at info@ariasystems.com or 1-877-755-2370.