

TATA COMMUNICATIONS MOVE™

Intelligent Connected Vehicle Enabler

In today's automotive landscape, cars have evolved into the fourth screen, seamlessly integrating with our digital lives and offering unprecedented opportunities for connectivity and data monetisation. The impact of smartphones on individuals' depth of interaction with the world and society is profound, and cars are now following a similar trajectory. Connected vehicles promise to add depth and breadth to the resources available to individuals, much like smartphones and personal devices have done already.

While we already use various connected car services in daily life, such as route planning, navigation, ridesharing, and fuel-consumption tracking; the next level of connected vehicle services will evolve around enhancing customer experiences for car owners and drivers, monetising car data and insights for automotive OEMs thus making the car an essential part of our digital interactions.

However, the complexities of developing and deploying connected vehicles, including government regulations, system integration, and data inconsistencies, present significant challenges for automotive OEMs. **That's where Tata Communications MOVE™ (MOVE) comes in!**

Tata Communications MOVE™ provides an in-vehicle connectivity solution that enables development and deployment of connected mobility services simpler, smarter and safer. MOVE empowers Auto OEMs to provide mobility services across 190+ countries and territories with a single contract.



MOVE is powered by an Intelligent Connected Vehicle Platform that enables Auto OEMs to develop various advanced connected vehicle use-cases, such as vehicle telematics, infotainment, navigation, music streaming, as well as advanced applications like ADAS and V2X. MOVE's intelligent, multi-access seamless connectivity and the application enablement layer in MOVE provides rich actionable network insights and APIs for Auto OEMs to develop connected vehicle applications and opens new avenues for data monetisation.

MOVE for Automotive

Simplify Global Deployment of Connected Vehicles

Global Seamless Coverage
regulatory compliant in 190+ countries and territories



Always-On with multi-network and multi-access contextual, Intelligent and optimum connectivity



Improved Customer Experience

- Efficient OTA downloads
- Personalised recommendations



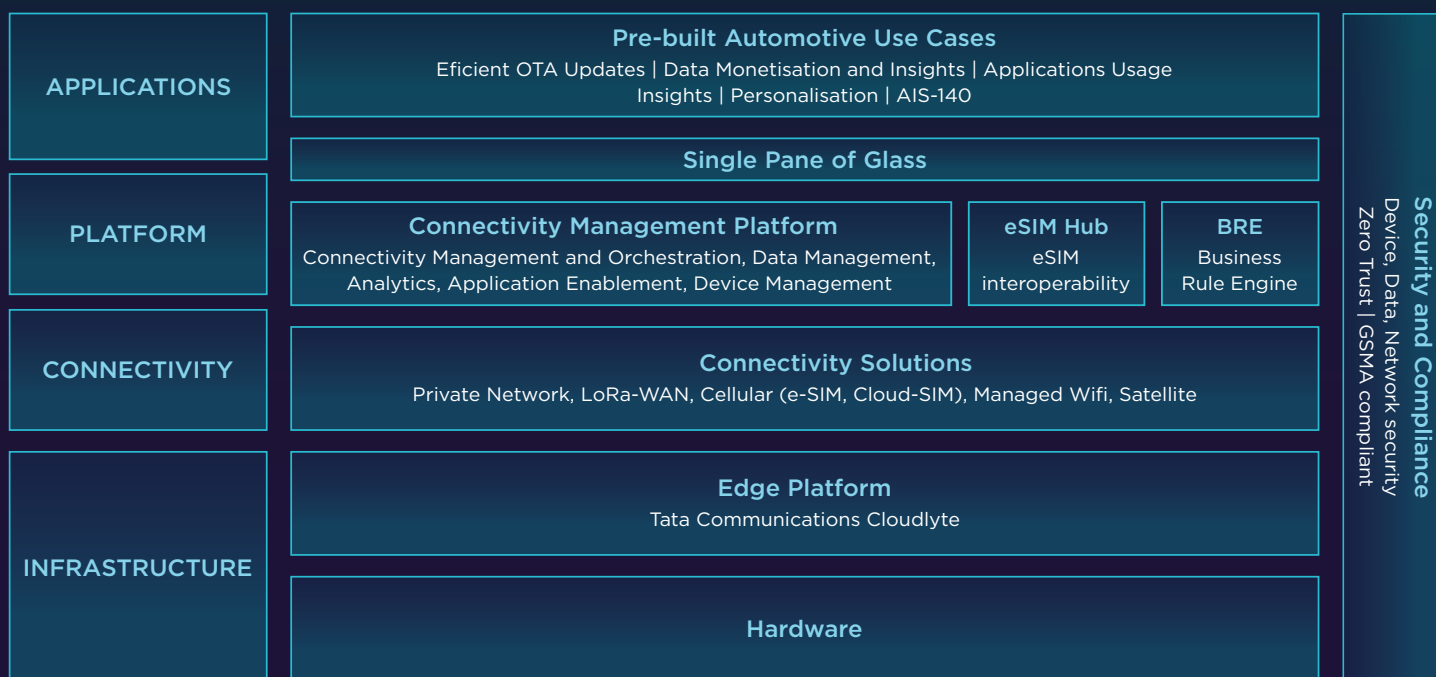
MOVE PROVIDES INTELLIGENT, CONTEXT-AWARE CONNECTIVITY EVERYWHERE AND AT SCALE



Embedded Connectivity and Security | Always Connected

MOVE offers maximum visibility with a unified platform to help monitor, manage and control connections and uses data insights to deliver enhanced driving experience. MOVE ensures always ON connectivity for the vehicle by analysing local connectivity needs and monitoring network QoS to dynamically switch profiles. This proactive analytics and monitoring also means that potential issues are efficiently diagnosed and dealt with.

In addition, MOVE suggests the best time window and network to improve Software OTA update success rate facilitating savings for Auto OEMs and faster delivery of on-demand features for vehicle users. The platform uses AI-engine to provide contextual, intelligent and optimum connectivity for each use-case as well as data monetisation capabilities with personalisation.



Solution Features:

1. In-vehicle connectivity

- **Cellular**

- 2G, 3G, 4G / LTE 5G
- LTE Cat-M / NB-IoT and Sigfox

Multiple SIM form factors: eUICC, eSIM and Cloud SIM.

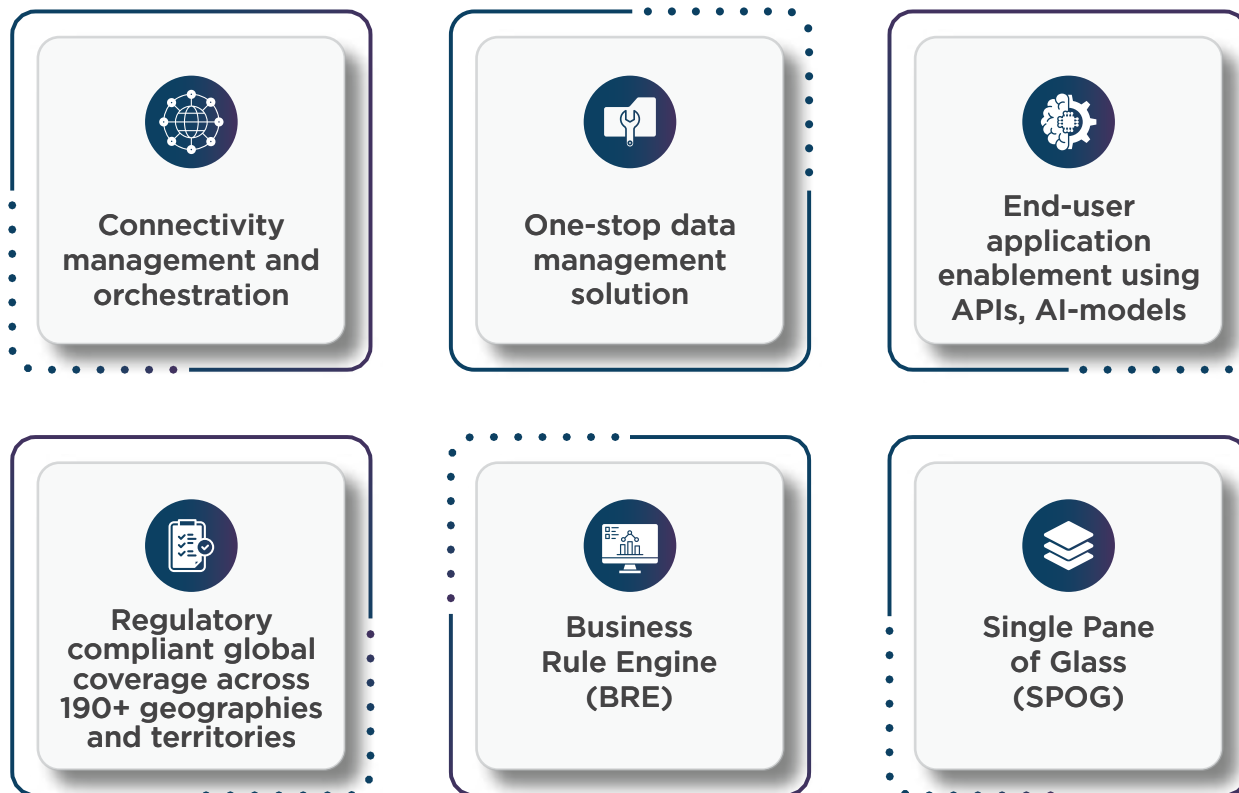
- **Satellite:** vendor-agnostic for cost-effective and minimal disruption to your existing business.
- **EDGE:** capabilities to reduce latency for mission critical applications like ADAS.
- **Unified network security:** enabled by agent-less solutions like iJura & IoT Safe; and NetFoundry.



MOVE leverages Tata Communications' Tier 1 global infrastructure to connect millions of devices globally.

2. Intelligent connected vehicle platform

The platform has connections management capabilities such as subscription and profile management, eKYC, etc; along with data insights on Network QoS (Quality of Service), Business Rule Engine for building workflows and APIs.



The 'Bring Your Own Network' feature enables minimum disruption to your existing business, and enables you to manage all the connections within a single platform. The Intelligent connectivity ensures vehicles have always-ON connectivity, so as to provide a superior driving experience and reliability for mission-critical applications.

3. Pre-built automotive use-cases

Ready-to-deploy applications that analyses data from network, device and application for optimising cost and open new avenues of data monetisation.



Efficient download of OTA updates.



Personalised recommendation on data packages and application usage insights to improve uptake of connected services.



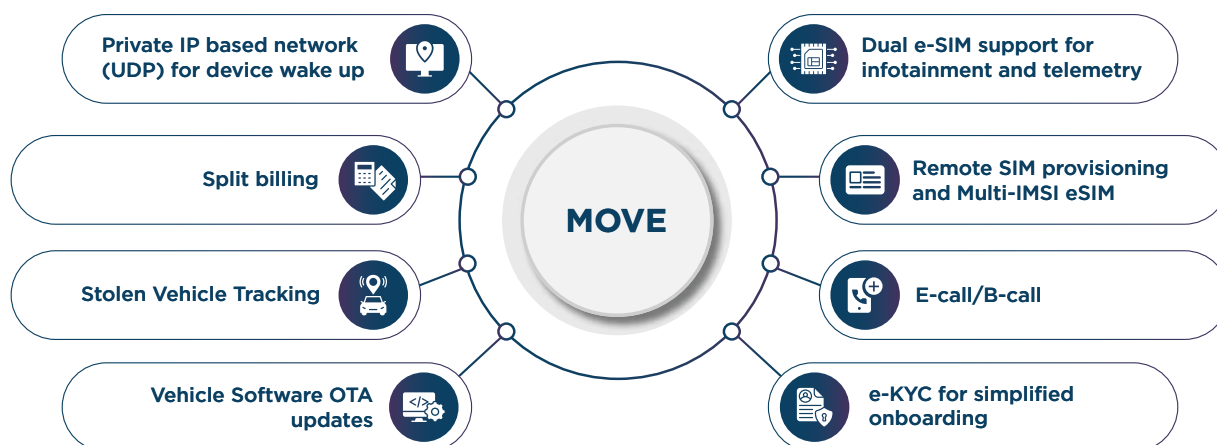
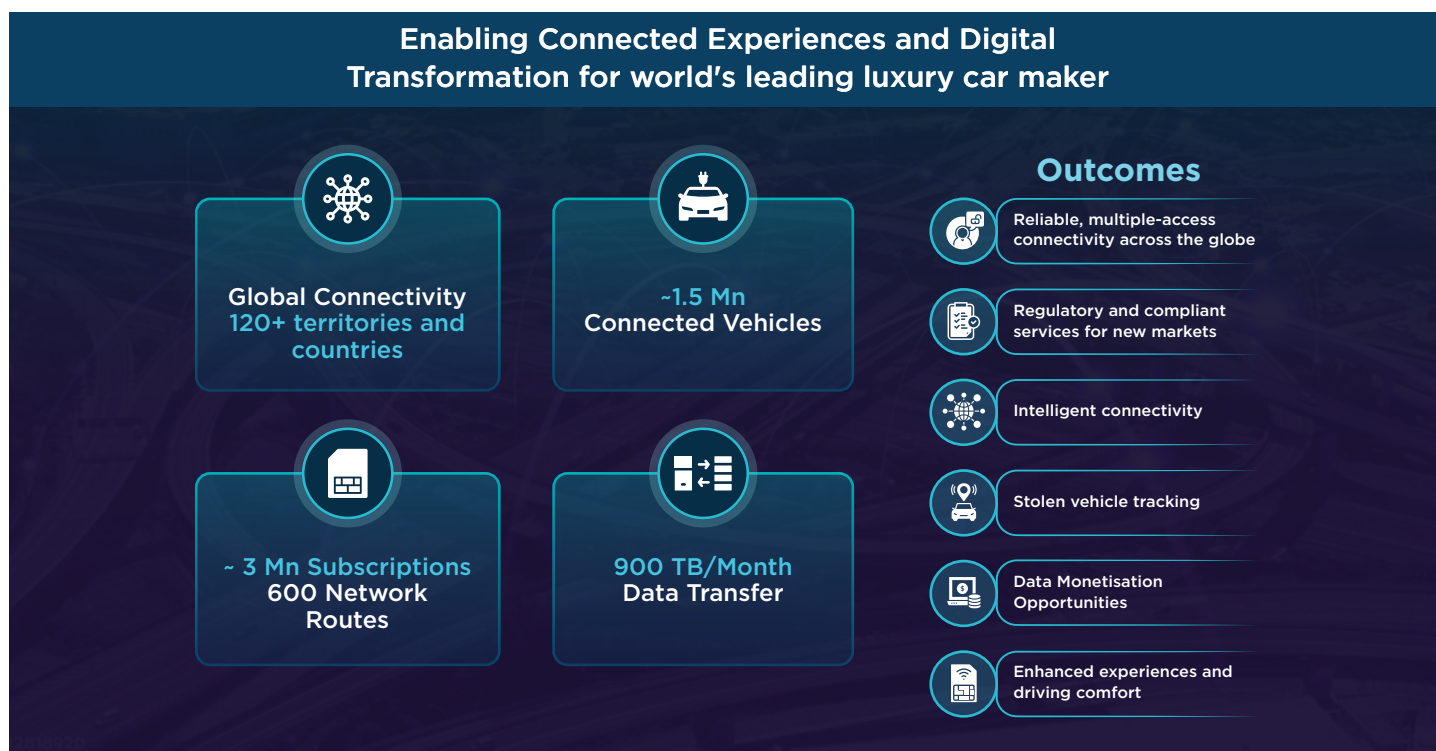
Localised decision making by the vehicle to identify best time to transfer data.



AIS-140 (an Indian standard for all public vehicles): always-on devices with multi-profile solution and APIs, connected to the AIS-140 Govt approved common layer.

How have our customers benefited with MOVE?

- **900+ TB** of data consumption per month by consumers provide rich data insights for development of advanced applications.
- Upto **60%** reduction in time to market for new variants with regulatory compliant in-vehicle connectivity.
- **25%** reduction in fuel theft; Increased revenues by **50%** with fuel efficiency through route optimisation.
- **20 Mn** messages and 18k voice minutes per month for customer engagement.



MOVE empowers auto OEMs with necessary tools, that they need to become a true SDV player.

Awards and Recognition

Established Leader

- Global IoT Connectivity Provider
- Competitor Leaderboard IoT Roaming Vendor
- Competitor Leaderboard eSIM Platform Provider



Connected Car Platform of the year



Leader

- Connectivity Management Platform Ranking
- eSIM Competitive Ranking & Evaluation Report



To schedule a complimentary consultation, write to us at MOVE@tatacommunications.com

Scan to know more

