

# Subscription Management

Life cycle management of digital services for connected cars

Traditionally digital services in cars were chosen by (or provided for) the first car owner, at the time of the initial purchase. These services tended to remain with the vehicle throughout its lifetime and stay relatively static. Today, there is a growing focus in the automotive industry on maximizing the value of the car during its entire life both from a revenue and sustainability perspective. This development requires digital services to become a lot more dynamic than they have been and to have full control of the life cycle of digital services. This is where Subscription Management comes in, and the many benefits it brings to enable dynamic life cycle management.

## Dynamic life cycle management

Like most connected devices today, cars need to be upgradable and meet changing customer needs. Customers expect personalized experiences and have an increasing demand to access digital services, regardless of whether vehicles are owned, leased, or used through a mobility provider. To secure customer attraction, not only for the first owner, but all owners and users, the digital services need to evolve.

Successful and dynamic life cycle management not only relies upon the provider's ability to offer a portfolio of attractive services, but to maintain and improve the breadth and quality of these services. Compared to most other car functions, connected services are, in a sense, living products. Customers are increasingly accustomed to effortless updates and will expect nothing less of their connected car services to stay loyal. A service that is not updated or managed to meet customer expectations is bound to become obsolete very quickly. To realize dynamic life cycle management there are three cornerstones needed.

- **Over-the-air updates (OTA)** is the wireless delivery of new software and firmware to vehicles and their ECUs.
- **Provisioning** is the process of remote configuration and activation/deactivation of digital services in the vehicle.
- **Digital Service Management** is the process of managing the market offerings of digital services. This is what Subscription Management supports.

## What it does

Subscription Management is WirelessCar's product for digital service management that organizes, manages, and optimizes car makers' portfolio of digital services to ensure the right market offering towards the right target group. Our product makes it easy for car makers to manage digital services for their cars and customers throughout the entire vehicle life cycle. It offers attractive subscription models for all types of customers such as car owners, leasers, and mobility providers. The product manages the relations between services, users, and vehicles.

Subscription Management provides a management portal where vehicle makers can set up whichever digital services they want to provide. Thanks to its unique vehicle rule engine, marketers can tailor offerings for specific markets, vehicles, models, or any other vehicle criteria. The digital services to be offered are displayed in the form of plans, containing one or more services. The customer can then subscribe to these plans according to various models.

Key capabilities and benefits

Customer Offer Design

Vehicle manufacturers can define their offers and the entitlement rules that make it possible to filter out available services based on vehicle capabilities, market, user, or organization. Because customer preferences, legal and technical requirements can influence the availability of digital services in different markets, this level of customization is key. The sales administrator can also easily set up selling parties, buying parties and define everything from sales items, prices, discounts and customer-specific price lists. Service offers can be tailored to meet targeted customers, for example, by offering sales items based on vehicle characteristics and market specifics. All in all, to ensure a purpose-fit design of the go-to market offerings.

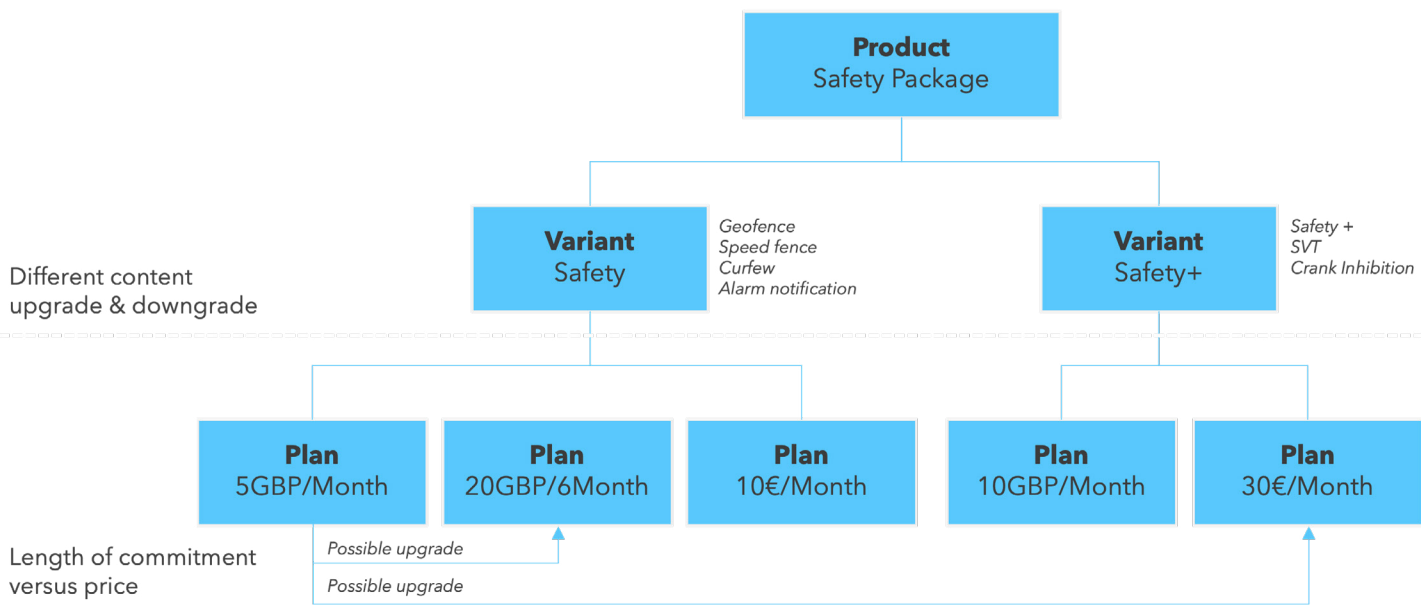
Life Cycle Management

Subscription Management also handles the entire commerce process of the services, such as subscribe/unsubscribe, expire, renew, upgrade/downgrade, inactivate, and terminate. The Subscription Management solution sends activation and deactivation commands to the selected process that is used for provisioning the subscribed services. This is done either with in-vehicle on-board units or with the cloud-based ecosystem. Subscriptions can be initiated and activated in different ways.

For example:

- **Activate default subscription** - Default subscriptions for the vehicle are activated during its manufacturing process.
- **Pre-order subscription** - The customer's choice of services is included in their new vehicle and activated upon purchase.
- **Purchase subscription** - The customer purchases or activates the subscription through the web shop.

The following example illustrates the solution principle for setting up plans.





## Monetization

The APIs of Subscription Management makes it possible for the vehicle maker to provide a branded online experience where their customers can manage services with high satisfaction. This regardless of whether they are selling services for B2C or B2B customers. Integrations with different Payment Service Providers (PSPs) can be added.

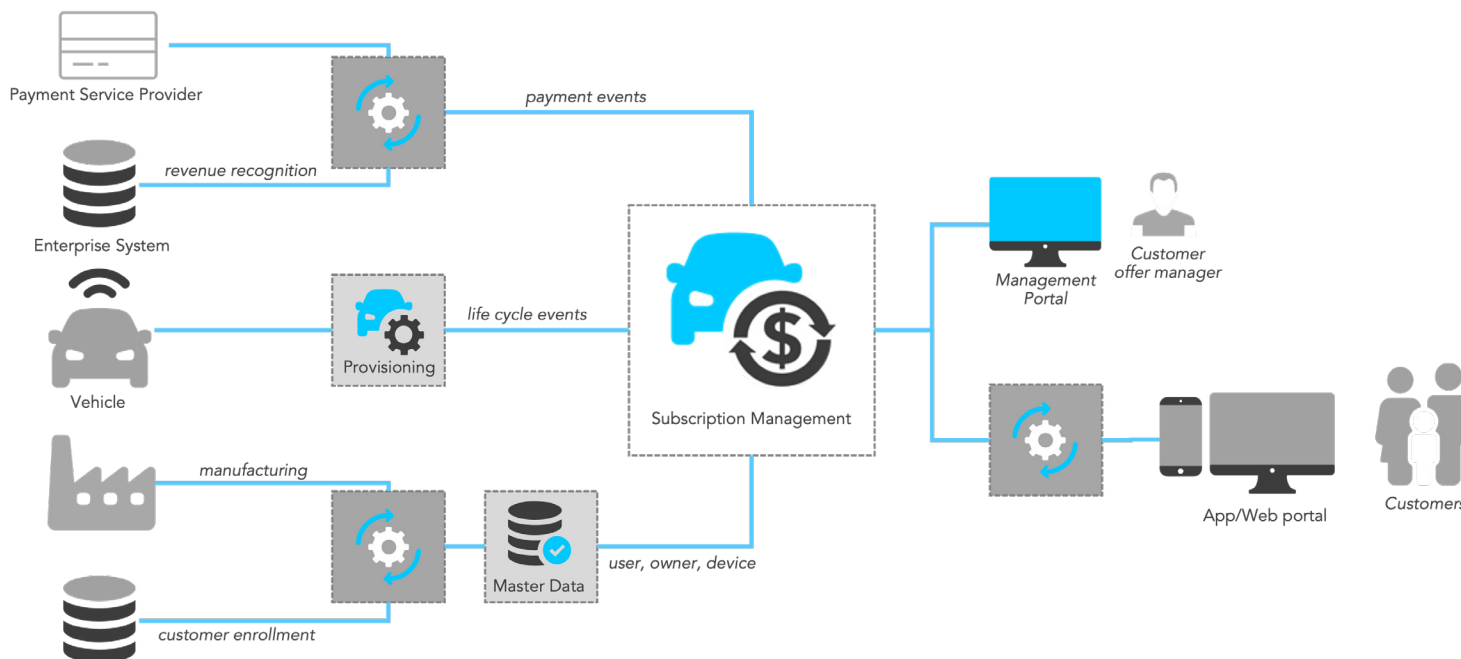
## Monitoring

Subscription Management enables you to monitor and view statistics related to service use and attractiveness. This will benefit both sales and marketing as well as R&D organizations as they will gain insights into what plays well on the market and helps improve offerings and operations further.

## APIs and Integration

Our Subscription Management product comes with multiple integration APIs:

- **Payment providers.** API to integration with different Payment Service Providers (PSPs).
- **Provisioning.** API that sends service activation and deactivation commands to the cars by integrating towards a provisioning process.
- **Master Data.** Integrations to populate Subscription Management with vehicle and customer data.
- **Customer portal.** API that exposes the service plans towards an end customer portal.







## Why Subscription Management?

Vehicles today have the capacity of being continuously upgraded with technical capabilities during their entire lifetime. To manage digital services that are under constant change will become increasingly more important as the complexity of the vehicle increases. Thanks to Subscription Management, you will be in control. Subscription Management is based on our long and varied experiences of cultivating OEM telematics solutions from the ground up.

### Key Strengths

- Compared with other solutions on the market, our product has a clear focus on the specific nature of digital services for connected cars.
- Subscription Management is designed and proven to work seamlessly with other WirelessCar products and customer solutions while well-architected service components allow for OEM-specific configurations where needed.
- Our OEM-facing interfaces enable you and your partners to build the user experience you want to offer your customers.
- Your key business systems – product information systems, customer relations management, and tools for customer support – can benefit from the value-adding data from our products.
- Our professional services get you off to a good start tackling a global implementation with all the local variations.

## About WirelessCar

WirelessCar is one of the world's leading innovators of digital vehicle services. We accelerate service creation and turn vehicle data into business value for consumers, mobility providers, vehicle makers, and society. Founded in 1999, WirelessCar has continuously built upon our heritage and grown our expertise within the automotive industry. Today, we are a highly recognized and award-winning company, connecting more than eight million vehicles in over 100 countries.

Headquartered in Sweden, with offices in the US and China, WirelessCar works with OEMs such as Volkswagen, Jaguar Land Rover, Daimler, Nissan, Subaru of America, and Volvo Cars to leverage the full value of connected services to achieve smart, safe and sustainable mobility.

To learn more about WirelessCar's Subscription Management, [visit our website](#) or contact us directly to book a meeting or demo.

### Contact Info

Rasmus Corner, Product Manager  
[rasmus.corner@wirelesscar.com](mailto:rasmus.corner@wirelesscar.com)

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February 2022  
[www.wirelesscar.com](http://www.wirelesscar.com)