Automotive:
A Partner in Expansion

Going beyond initial project scope to add increasing value as a true ally.

Contract-winning, globally deployable solutions for automotive startup

Long-term Contract Won

IO Connects pilot program enabled the customer to lock a long-term contract with a major European automotive giant

Partnerships Won with Major Industry Players

Thanks to IO Connects solution, multiple large automotive industry companies partnered with client.

Solution Deployed in US and Germany

IO Connect's solution was deployed in multiple countries, including major markets such as US and Germany

In this world of ever-growing technology, many businesses are turning to niche specialists to help them achieve their goals. While this can give them access to the best-of-the-best, it can also lead to integration challenges and scope creep. For startups with limited resources, it is essential to find a true partner who can meet their multiple needs and help them scale and expand.

One such startup partnered with a top German carmaker to develop a machine-learning model for driver safety using sensor data. Unlike many solutions that relay detected events like sudden acceleration and lane shifts to a backend platform, this startup processed data directly on mobile devices to avoid delays and provide real-time insights.

About the Startup

The solution was originally created for fleet applications within the transportation and logistics industry. However, because of a leadership change, it shifted its value proposition to address the broader need for vehicle safety solutions. Instead of being part of a specific car, this solution would be connected to the individual through a mobile device, offering a sphere of protection anytime that person was in a moving vehicle. Not only would the solution report problematic driving behavior, but it could also automatically notify the nearest first responders during accidents.

Challenge

Employing mainly machine learning and data analyst experts, the management team didn't know how to bring its solution to the enterprise level. Outside the individual machine learning modules, the application and architecture were very unreliable, and critical features such as first responder communication were not available. The organization needed to ramp up its solution to be more robust in order to execute a pilot program for a major car manufacturer successfully.

In addition, the start-up didn't know the best way to monetize its application, which could work on iPhone and Android devices. The team needed to move from an OEM licensing agreement to a more modern cloud subscription pricing model.

Solution

The CEO and the co-founder of this start-up contacted IO Connect Services to help address their challenges. The IO Connect team built a satellite application, including working with outdated legacy code, providing feedback, and fixing bugs and errors.

After a successful pilot program, the major German car manufacturer extended its contract with the startup, asking it to help the enterprise bring this solution to different countries. This introduced a new set of challenges as each country often had different data regulations and requirements. However, it would be important to deploy the solution locally to reduce latency of data transfer, especially to solicit first-responder assistance and local authorities.

Since the solution traveled with the individual and not the vehicle, IO Connect helped create a pricing structure that matched travel personas. For example, a sales executive might do a great deal of traveling, utilizing a personal car, rented vehicles, taxi or ride-sharing services, and public transportation. That persona would be much different than a parent simply driving a child to school and running local errands within a hometown.

Results

Most importantly, the start-up successfully completed the pilot project with the major car manufacturer and opened doors to continue that relationship. It also found an effective, modern way to price its solution as it looked toward the future.

However, the IO Connect team saw further opportunities for this start-up to expand its solution. After designing and implementing a data lake solution, the IO Connect team suggested new ways to monetize this valuable asset. One instance was instead of solely focusing on major accidents, the team suggested adding new events, such as minor accidents that may occur at slow speeds in a parking lot. The team created such a model, alerting the car manufacturer to the event in real time. As a result, the manufacturer could immediately send promotional marketing materials, offering repairs to scratch-and-dent incidents at competitive prices to recapture revenue that often went to third-party, less expensive repair shops.

Moving forward, IO Connect is partnering with this start-up to explore other new lines of revenue. For instance, the technology and data may be useful to insurance companies in collecting driver behavior and assigning coverage or in forecasting when routine maintenance will be required on a vehicle depending on driver habits.

As a true partner, IO Connect not only helped achieve this start-up's original goals but has remained an ally and valuable resource to help this organization refine its future vision for growth and success.

About IO Connect Services

IO Connect Services is a company specializing in Information Technology Consultancy Services. All our team members have one thing in common: our enthusiasm for technology and our passion for customer service excellence. We provide services in all North America, LATAM and Europe. Our headquarters are in NYC metropolitan area, and we also have offices in Guadalajara, Mexico and Madrid, Spain.