

# PLXOR

## FOR AUTOMOTIVE

### Unlocking the true value and potential of the connected car

PLXOR is a one-stop global solution for optimising car performance, personalising connected services, enriching customer experience and unlocking revenue streams.

By leveraging Cubic Telecom's wide range of automotive technology solutions, IP, and expertise in complex systems engineering, PLXOR is designed to help automakers improve cost efficiencies, create service revenue opportunities throughout a vehicle's lifecycle and provide advanced user experiences for customers and drivers.

PLXOR also provides automakers the opportunity to unlock new revenue streams throughout the lifecycle of a vehicle with over-the-air (OTA) updates, on-demand unlocking of features, bundled as well as pay-as-you-use services, while gathering valuable vehicle and usage analytics.

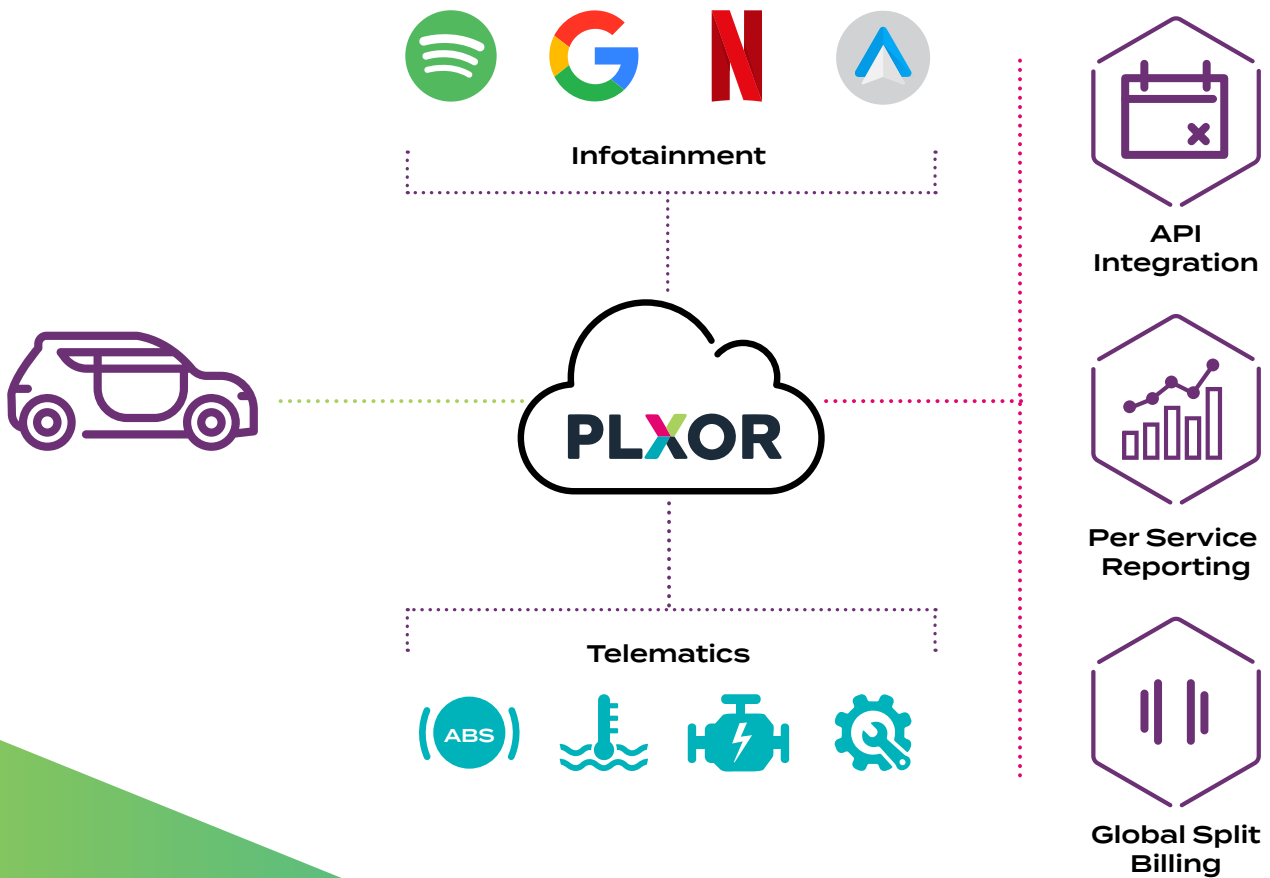
### Business Value

- 1 Cost efficient connectivity services and over-the air updates
- 2 Actionable insights - opportunity to receive insights about application and feature usage, and make informed decisions based on monitoring hardware and feature usage
- 3 New service and revenue opportunities - upsell opportunities after lease return
- 4 Global operators for global connectivity, regulation compliance and integration with local operators and differentiate traffic for sponsored connectivity offerings



# Key Capabilities

- ✓ Single point of control over what services are consuming your data flow; be the gatekeeper of your connected vehicle
- ✓ Realtime automation enables dynamic throttling, notifications and back-end updates as assigned buckets and bundles are depleted
- ✓ Prioritise and control your connectivity; each separated traffic category can be assigned separate Quality of Service settings and bandwidth priorities
- ✓ Global split billing
- ✓ Highly redundant and configured over web-standard API's
- ✓ Quick and simple configuration by the customer without complex IT integration



# PLXOR - User Cases



## Remote Access

PLXOR collects real-time data for telematics reporting and monitoring.

- ✓ Avoid additional visits to your car dealer with time-limited remote monitoring that uses identity tokens
- ✓ Configure per-car, per device telematics reporting with appropriately allocated bandwidth
- ✓ Enable performance-boosts and feature-upgrades across a range of product segments
- ✓ Use a single point of management for multiple in-car telemetry services

## Global Identity

PLXOR identifies active multiple carriers on a global scale.

- ✓ With Cubic's advanced eUICC capabilities reporting/monitoring across multiple carriers provides a single unified view of the car regardless of the carrier
- ✓ Local content providers and regional preferences set up prior to shipment; new regional service and revenue opportunities can be added over the air
- ✓ Global bill splitting for different data streams and carriers

## Personalised content delivery, reporting and billing

Using PLXOR content and services consumed by the connected car can be controlled on a per-car, per-fleet or per-region basis.

- ✓ Service and data traffic categories are separated to receive different QoS (Quality of Service) and priority settings
- ✓ Each service can be billed separately with customised restrictions, policies and automation rules
- ✓ Customer-specific connectivity offerings can be individually fine-tuned while keeping the core mobile service generic and standardised

## Get connected

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