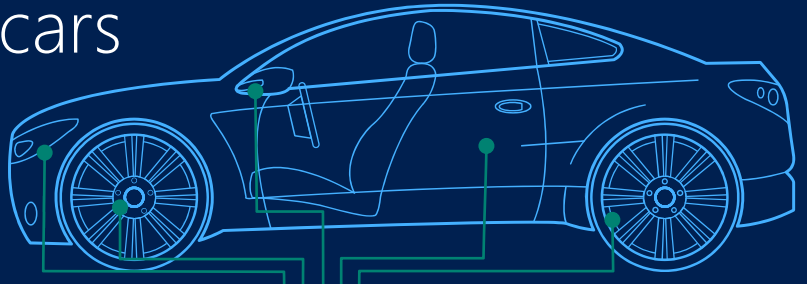
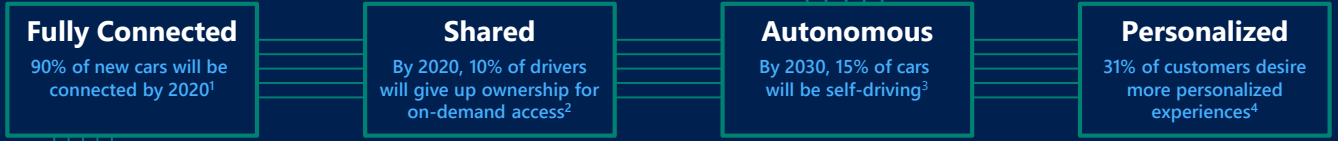


# Capture more value from connected cars



Cars are becoming...



To build connected cars, OEMs, suppliers, and partners need...



## Microsoft Connected Vehicle Platform

A cloud-based technology foundation that harnesses connected car data to deliver greater value and insight across these key areas:

### Telematics and Predictive Services

Use insights from vehicle data to prevent downtime, warranty and recall issues, and offer new services to customers that improve their user experience

*OTA Updates, Predictive Maintenance, V2X*



### Productivity and Digital Life

Optimize the customer experience while reducing driver distraction and safety hazards

*Microsoft Office 365, Cortana Personal Assistant, Skype, Bing*



### Connected Advanced Driver Assistance Systems (ADAS)

Increase safety, optimize vehicle performance, deliver real-time information to the driver or semi/fully autonomous driving system

*Vehicle Data Fusion, Machine Learning Insights*



### Advanced Navigation

Combine navigation data from multiple sources and user data to provide personalized and dynamic location-based services

*Highly Automated Driving (HAD) maps, Personalized Routing Optimization, Location Based Insights (Geofencing, etc.)*



### Customer Insights and Engagement

Connect across the entirety of a customer's digital life to strengthen the relationship with OEMs through new, proactive, and better experiences, including CRM integration

*Microsoft Dynamics CRM, Driver Profiles, Omni-channel Marketing*



**Built on Microsoft technology**



**38**

Azure regions worldwide



**\$15B**

Invested in cloud



**200+**

Azure cloud services available

Learn more at:  
<http://aka.ms/mcvp>

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