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Data Is Opportunity

8th CLEPA Aftermarket Conference
29-30 March, 2017

The otonomo team

Seasoned Management, Investors & Advisors

Lead Investors

BESSEMER VENTURE PARTNERS

stageone ventures

MANIV MOBILITY

LocalGlobe

Advisors

Steve Girsky
Former Vice Chairman GM

Benny Schnaider
Former CEO Pentacom, P-cube, Qumranet, Ravello , Traffix

Andy Geisse
Former CEO AT&T Business Solutions

Amnon Landan
Former CEO Mercury , investor

Mary Chan
Former manager GM OnStar

Michael Granoff
Automotive Industry Leader

Management

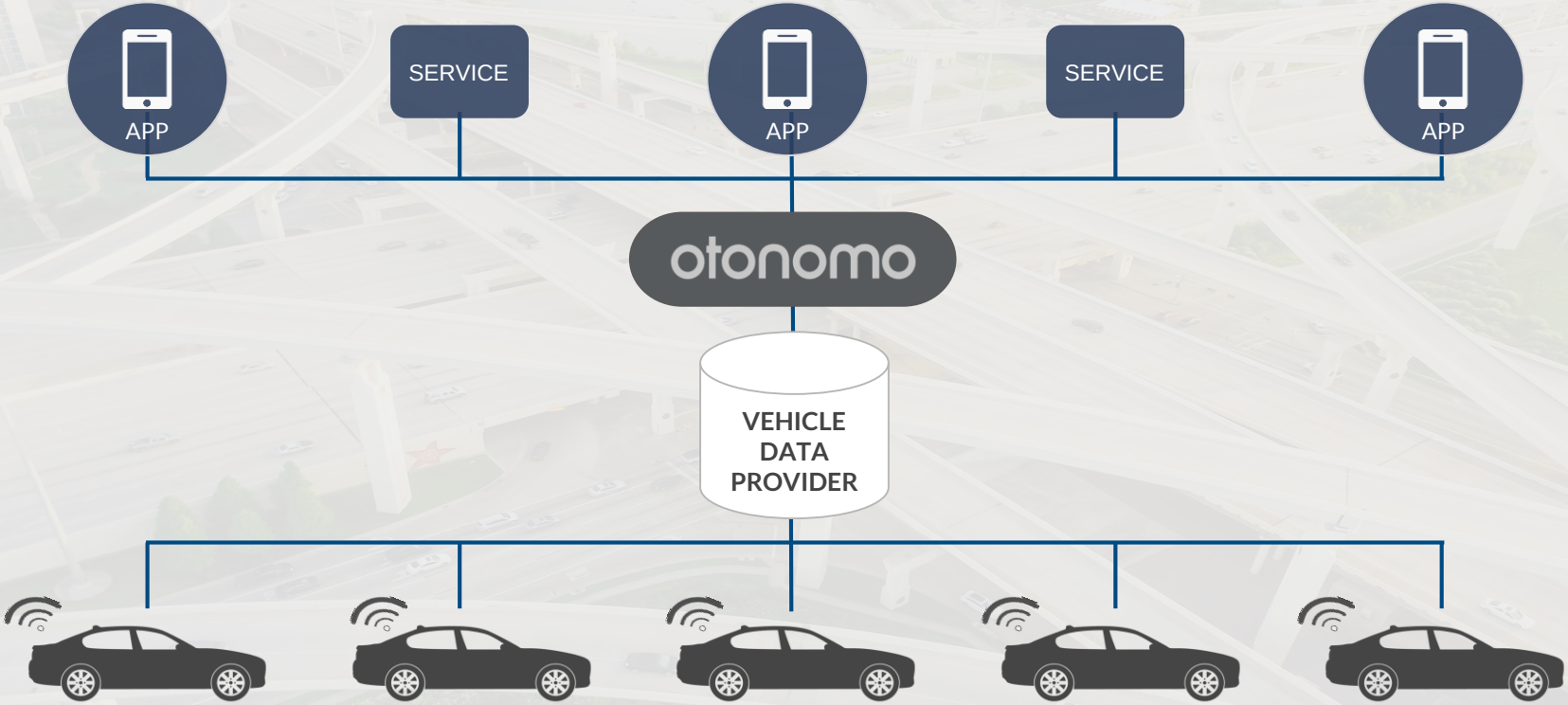
Ben Volkow
CEO & Founder
F5 - VP & GM
Traffix - founder & CEO
Sedona - Co-Founder
Panasonic, RADware

Avner Cohen
President & Founder
Chromatis (sold to Lucent)
Native (sold to Alcatel)
iamba (sold to Marvell)
Precede Investments

Asaf Weisbrot
VP Worldwide Sales & BD
F5 - Head of strategic initiatives
Traffix - VP Sales
Ceedo - VP Sales

Vehicle Data Exchange & Marketplace

The Connected Car Framework



Ecosystem of Applications & Services

- Insurance Companies
- Routine & Predictive Maintenance
- Parking
- Gas & Energy
- Safety
- Mobility Services
- Emergency Services
- Fleet Management
- Trucks
- Retail
- Smart Cities
- Car Sharing
- Government Services
- New Innovation

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Next Generation Parking - New Layers of Opportunity

VALUE ADDED SERVICES	- *On-demand Maintenance (Fuel, oil, tire change, cleaning)* - *Retail: in-car package delivery services* - *Car/ridesharing destination*
ADVANCED PARKING	- *In car payments solutions* - *Smart infrastructure* - *EV Charging stations* - *Precise parking availability (on-street/lots)*
PARKING TODAY	

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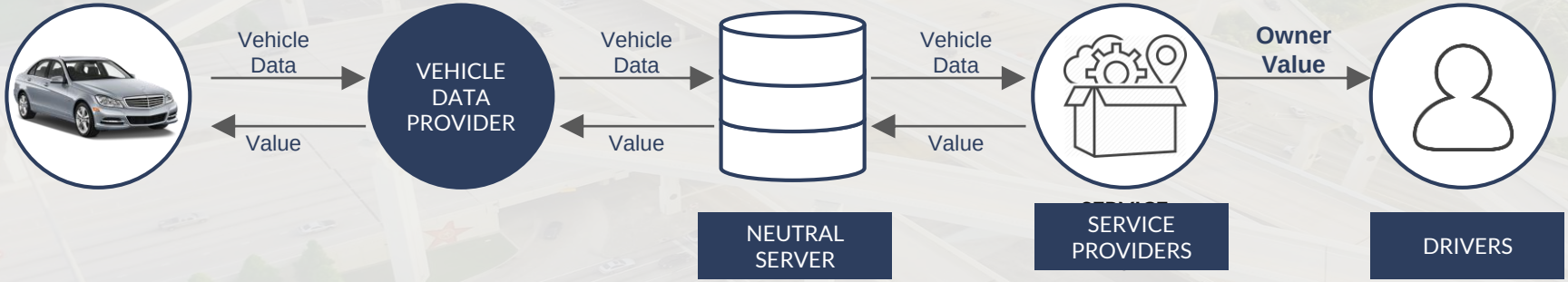
Vehicle Data Owner: Value



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Vehicle Data Owner: Privacy Protection

NHTSA & GDPR Guidelines

- **Transparency**: provide consumers with clear, accessible and meaningful privacy and security notices or agreements
- **Choice**: give vehicle owners choices about the collection, use, sharing, retention and deconstruction of data
- **Respect for Context**: use collected data only for purposes for which the data was collected
- **Minimization, De-identification and Retention**
- **Data Security**: implement measures to protect data from loss or unauthorized disclosure
- **Integrity and Access**: maintain the accuracy of personal data and allow consumers to review and correct such information;
- **Accountability**: Data collecting entities need to comply with applicable privacy and security agreements or notices.

NHTSA
www.nhtsa.gov

GDPR

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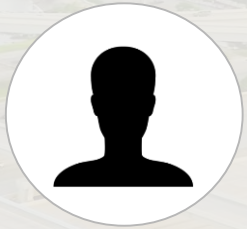
Navigating the Fine Line Between Business & Privacy

Gatekeeper

Parameter anonymization



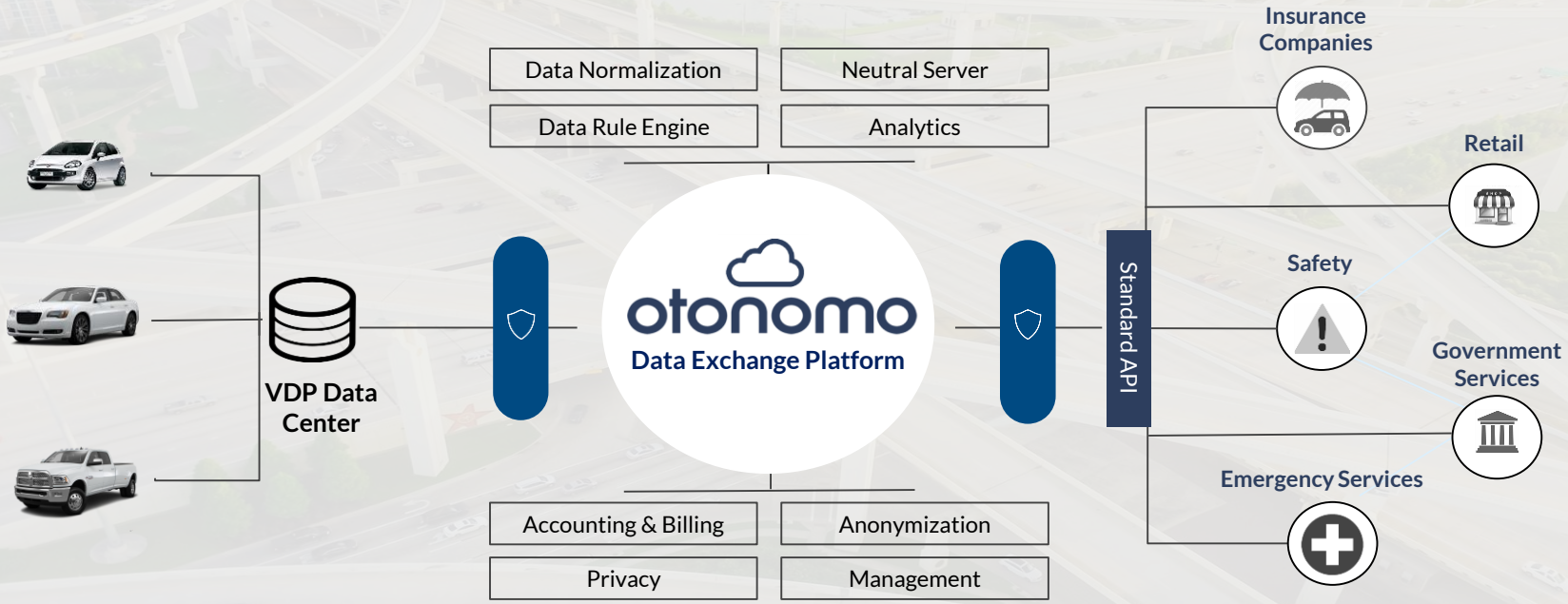
Blurring

Retention

VIN Sterilized zone

Car owner permissions
Local privacy regulation
OEM permissions
Data consumer permissions

The otonomo platform



otonomo demo at the lobby.
Thank You!

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