CARUSO dataplace

DATA BASED BUSINESS MODELS AND NEW INDUSTRIAL PROCESSES

SEPTEMBER 19, 2018

COMPANY PROFILE

Key Facts

Founded in March 2017
Capital: share capital of 25.000 EUR
divided into 25.000 shares
Registered Local Court Munich
HRB 233 669 and VAT-Nr. DE 31 2234 938
http://www.caruso-dataplace.com

Managing Directors

Alexander Haid &
Jürgen Buchert

Offices & Team

Head Office Ismaning (DE)
Development Office
Mannheim (DE)
Capacity: 40 FTEs (full-time equivalents)

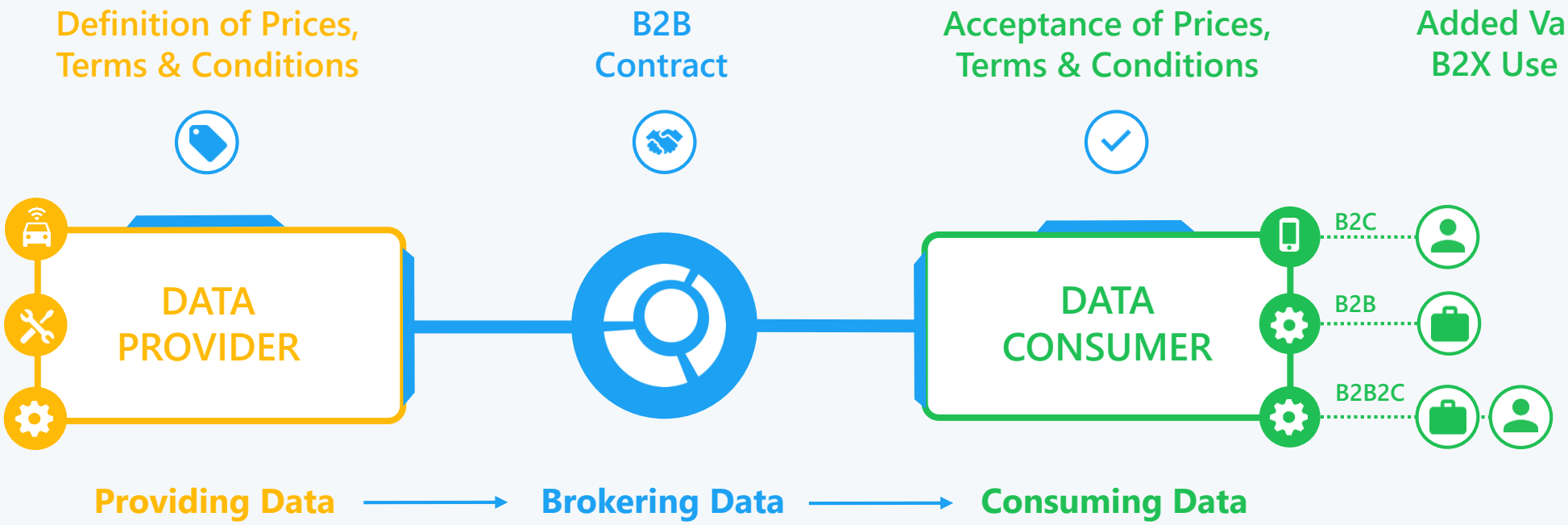
Data Storage & Routing

EU
only

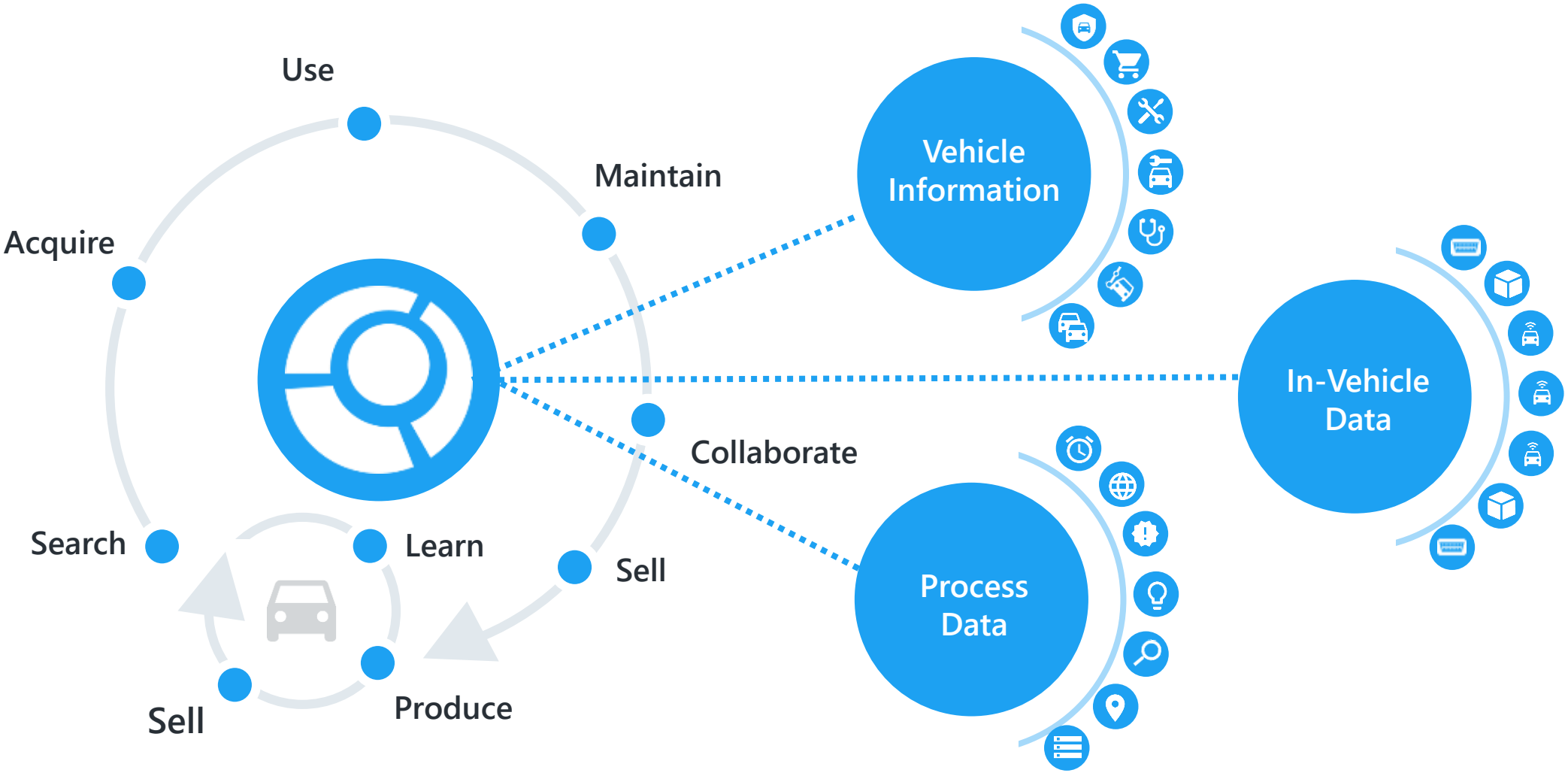
Shareholder Committee

ATRI	Roland Dilmetz	Director
Bosch Aftermarket	Manfred Baden	President
Carat	Thomas Vollmar	Managing Director
Continental Aftermarket	Peter Wagner	VP IAM
Eucon	Sven Krüger	CEO
GVA	Maria Kloster	Managing Director
Mobivia	Marcel Di Nallo	Director
Schaeffler Aftermarket	Michael Söding	CEO
ZF	Helmut Ernst	VP Aftermarket

OUR BUSINESS MODEL



THE ENABLER FOR CONNECTED MOBILITY SERVICES



Mobility Services

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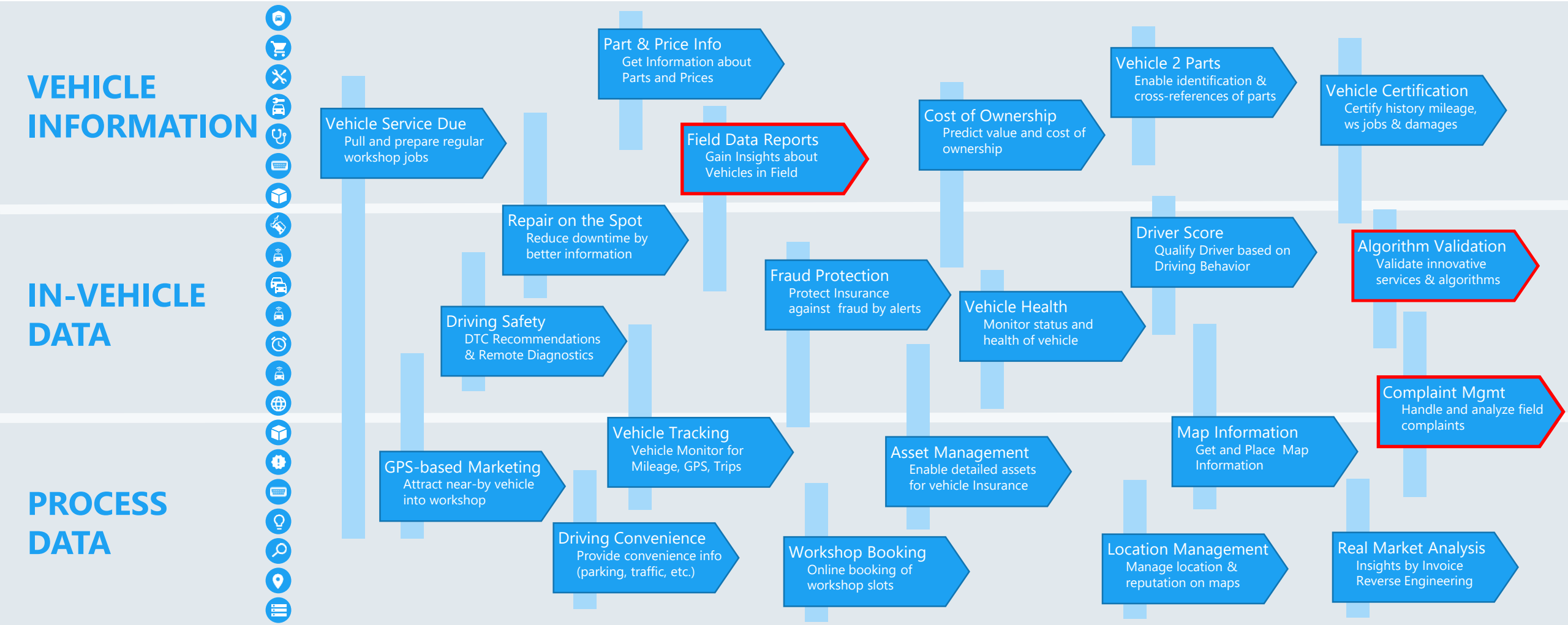
PARTNER USE CASES MAP (08/2018)



INDUSTRIAL PROCESSES IMPROVEMENT POTENTIAL

DOWNSTREAM: warranty management

- Field quality management processes today are mostly based on reaction to occurrence of failures. Shipping and analyzing parts samples is effort intensive and expensive.
- For mechanics in the workshop it is often difficult to identify straight away the root cause of the failure on recent vehicles under warranty. Thus a substantial portion of parts are changed needlessly.
- Quality issues tend to be detected late, generating high costs.

UPSTREAM: real field load analysis

- Sharing live load data and manufacturing data offers the possibility to improve products specifications and design based on vehicles real usage.
- Cost can be reduced by avoiding over-designs. Possible deviations between parts specifications and real use can also be detected at an early stage.

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PLATFORM FOR OEM – TIER 1 DATA EXCHANGES

Need for a fast and cost effective data exchange platform for:

Warranty processes, recall campaigns management, field load data…

OEM DATA

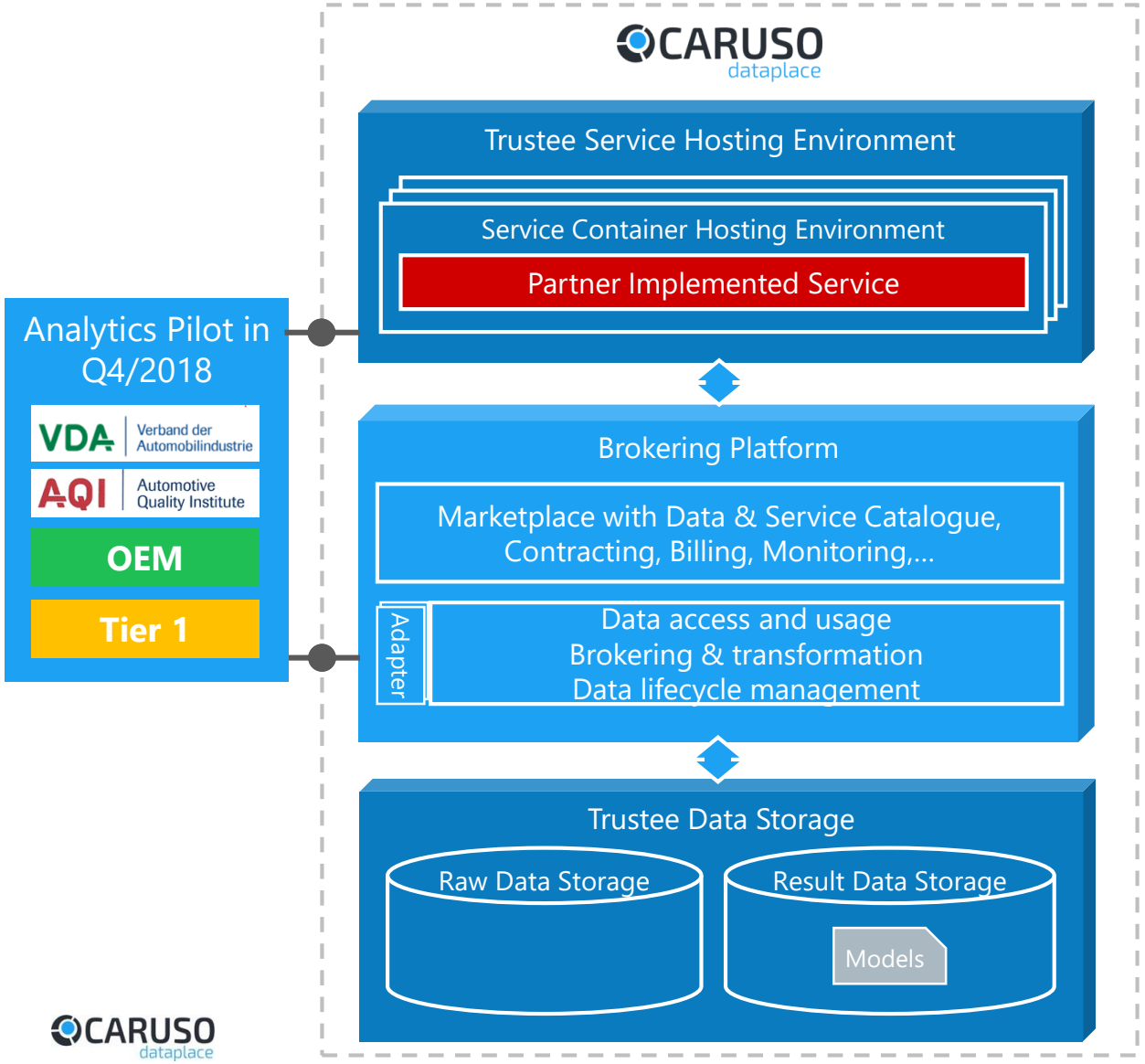
- Vehicle data
- Warranty data
- Diagnostic data

TIER 1 DATA

- Product data
- Warranty data
- Parts process data

CLOSED SYSTEMS
NEED FOR A TRUSTEE
TO ENABLE SENSITIVE DATA MERGE

PLATFORM FOR OEM – TIER 1 DATA EXCHANGES



Trustee service hosting environment

- Host partners' services on Caruso
- Enable Big Data advanced analytics functionality

Brokering platform

- Provisioning of data & services
- Contracting, pricing, billing as a service
- Visibility and data access rules
- Data privacy & consent management
- Adapter framework and APIs
- Semi-automatic onboarding

Trustee data storage

- Data provisioning on-platform
- Extended data lifecycle management
- Controlled access, role- and scenario based

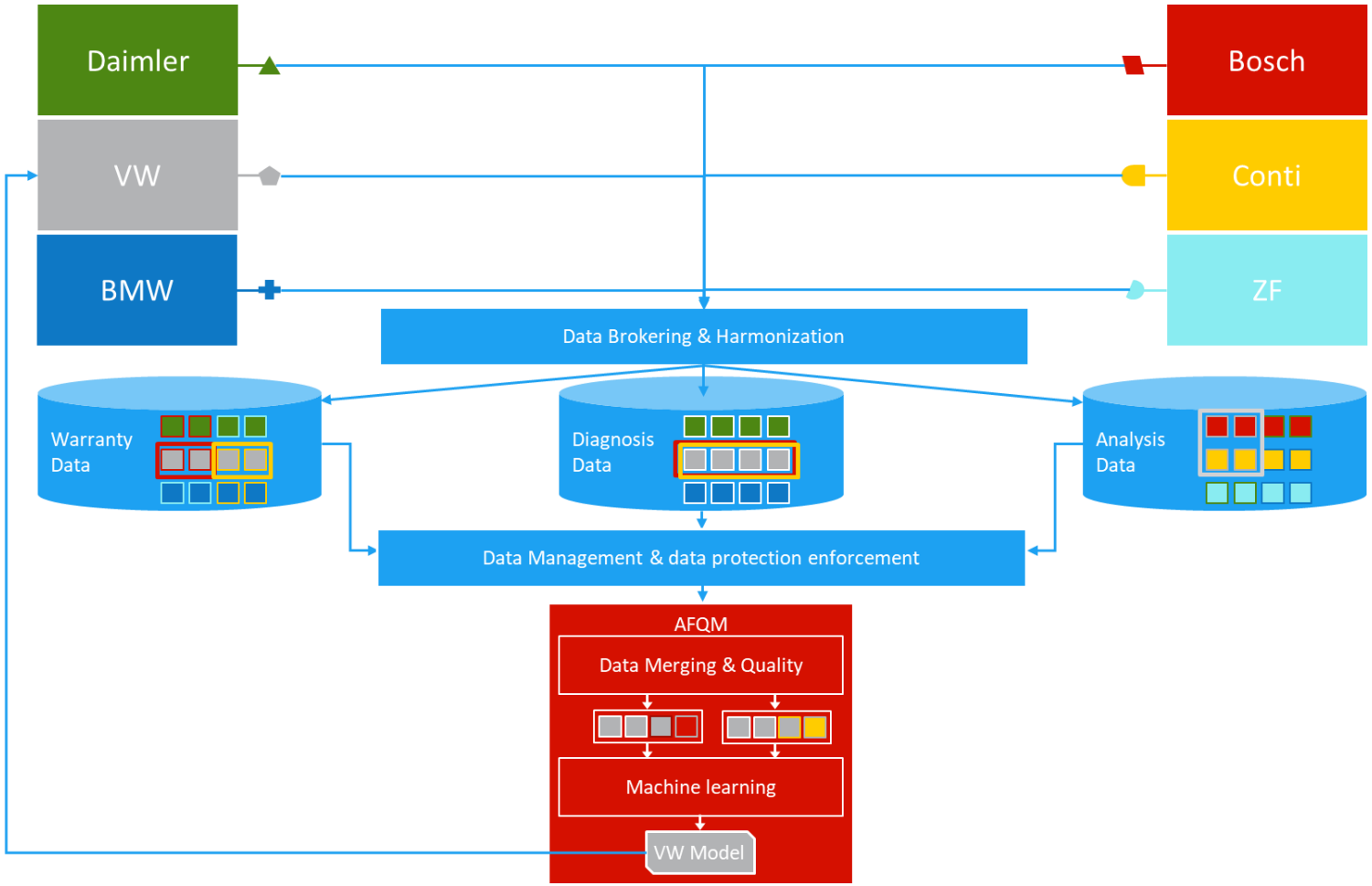
HARMONIZING DATA & ENFORCING ACCESS RIGHTS

Data harmonization

- Integration of service consumer systems for data delivery to service
- Harmonization of proprietary data formats

Data protection enforcement

- Service consumers can only access data for which they have the appropriate access right
- Prevention of abusive service behavior through technical and organizational measures



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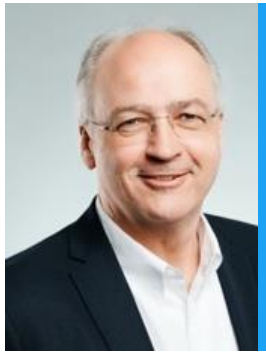
OUR CONTACTS



Jürgen Buchert
Managing Director - Shareholder Management

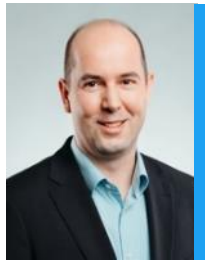
CEO TecAlliance GmbH, responsible for Global Industry Solution driving the Digital Automotive Aftermarket. Experience in OE Vehicle Data, OE Parts Data, Repair and Maintenance Information, Car Parc, Order to Invoice Management, Master Data Management, Service and Repair Job Management.

Alexander Haid
Managing Director

20 years experience in global & regional senior management positions in the international automotive after sales industry. Extensive experience in B2B Business across various sales channels, commodities & investment goods, after-sales services, product & channel marketing.

Dr. Ulrich Keil
Chief Technology Officer

Former Head of AGT software development with experience in technical definition, development and delivery of AGT's advanced IoT Analytics (IoTA) platform. Specialties: Agile Software Product Development, Business Process Management, Platform Technology, IoT Platforms, Cloud Technology.



Dr. Jens Knodel
Chief Ecosystem Architect

15 years of experience in establishing and architecting software ecosystems. Former Leader of the research program "Smart Ecosystems" at Fraunhofer IESE.

Gwenael de Calan
Head of Sales

Specialties: Automotive Aftermarket in Europe, Oceania and Asia, market research, sales and marketing for workshop equipment and automotive service solutions.

Henk Kromhout
Head of International Business Development

Experienced managing director with a demonstrated work history in the automotive industry. Skilled in Business Development, Operations Management, Sales & Retail.

Christian Müller
Head of Marketing & Communication

Proven track record of creating outstanding customer experiences for leading companies across all sectors including consumer, product, and sales marketing and communications.

THANK YOU.
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