



Drive/m2m

Accelerating your business



As an automotive market player, you have gained more experience than most other industries in machine-to-machine (m2m) connectivity. Connected maintenance solutions, for example, are reasonably widespread among the high-end automotive brands, but are also increasingly finding their way to the lower end of the market.

BusinessAccelerator/m2m

Within Europe, the market for m2m automotive solutions is being driven by legislation such as eCall, which is due to become a legal requirement for all cars manufactured throughout Europe, from 2014. This provides an ideal opportunity to add other connected services, as part of a multifunctional connectivity package.

The drive to gain new revenue streams is gaining momentum, through the introduction of

connected in-car infotainment systems, for example. But the market is also being driven by the need to work more cost-efficiently, which is mainly evident in tracking and tracing solutions, traffic control systems and maintenance systems.

Connecting the dots

Despite car manufacturers' relative familiarity with m2m applications, you have experienced





problems in getting the best out of the connectivity they offer. Many of you are asking:

- How do I manage the connectivity of all the vehicles that I bring to the market?
- How do I ensure that end users realise the benefits of this connectivity?
- How do I unlock the potential of all the services offered by my vehicles (e.g. navigation, infotainment, etc.)?
- How can m2m connectivity help me to control costs?

As part of its Connect/m2m portfolio, KPN's Drive/m2m connectivity solutions offer exciting new avenues for car manufacturers and associated suppliers. Drive/m2m will also change the way drivers think about their vehicles.

Together with our customers, we develop the best possible solutions to accelerate their business, whilst blending seamlessly with their own business models.

Imagine...

... if you could monitor the various performance parameters of all the cars you manufacture, to check whether they are meeting specifications and use that information when designing new models.

... if your end users could remotely control certain functions on their cars; starting the engine and allowing the car to warm up before they leave on a cold, frosty morning.

... if your end users could enjoy lower insurance premiums by allowing insurance providers to monitor their driving patterns.

With KPN's Drive/m2m solutions, you no longer need to imagine, since all this and much, much more is already possible.

KPN BusinessAccelerator/m2m

KPN's BusinessAccelerator/m2m programme places your business at its heart. It starts with KPN gaining an in-depth understanding of your business. Acting as a consultant and with the support of our extensive network of partners, KPN focuses on providing customised solutions for specific business situations.

To get the most out of connectivity, the automotive industry needs flexibility in solutions, pricing and billing. KPN not only offers one contact centre for whole of Europe, but also one price for whole of Europe. And you can even choose from different pricing models, such as a monthly SIM card subscription or a prepaid subscription.

Drive/m2m

KPN's mature m2m solutions perfectly match your needs as an automotive market player. We understand our customers and the problems they have faced, and have adjusted our proposition accordingly. Together with our customers, we develop the best possible solutions to accelerate your business, whilst blending seamlessly with your own business models.

Drive/m2m solutions offer:

- Simplicity: a pan-European solution with a single contract
- Reliability: one price for the whole of Europe and always the best possible coverage
- Control: the ability to manage, monitor and control connectivity through real-time, high-end diagnostics and access to the KPN Control Center
- Flexibility: in pricing models, billing solutions and service enablement



More information?

To find out more about KPN's Drive/m2m solutions, visit: kpn.com/m2m.

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