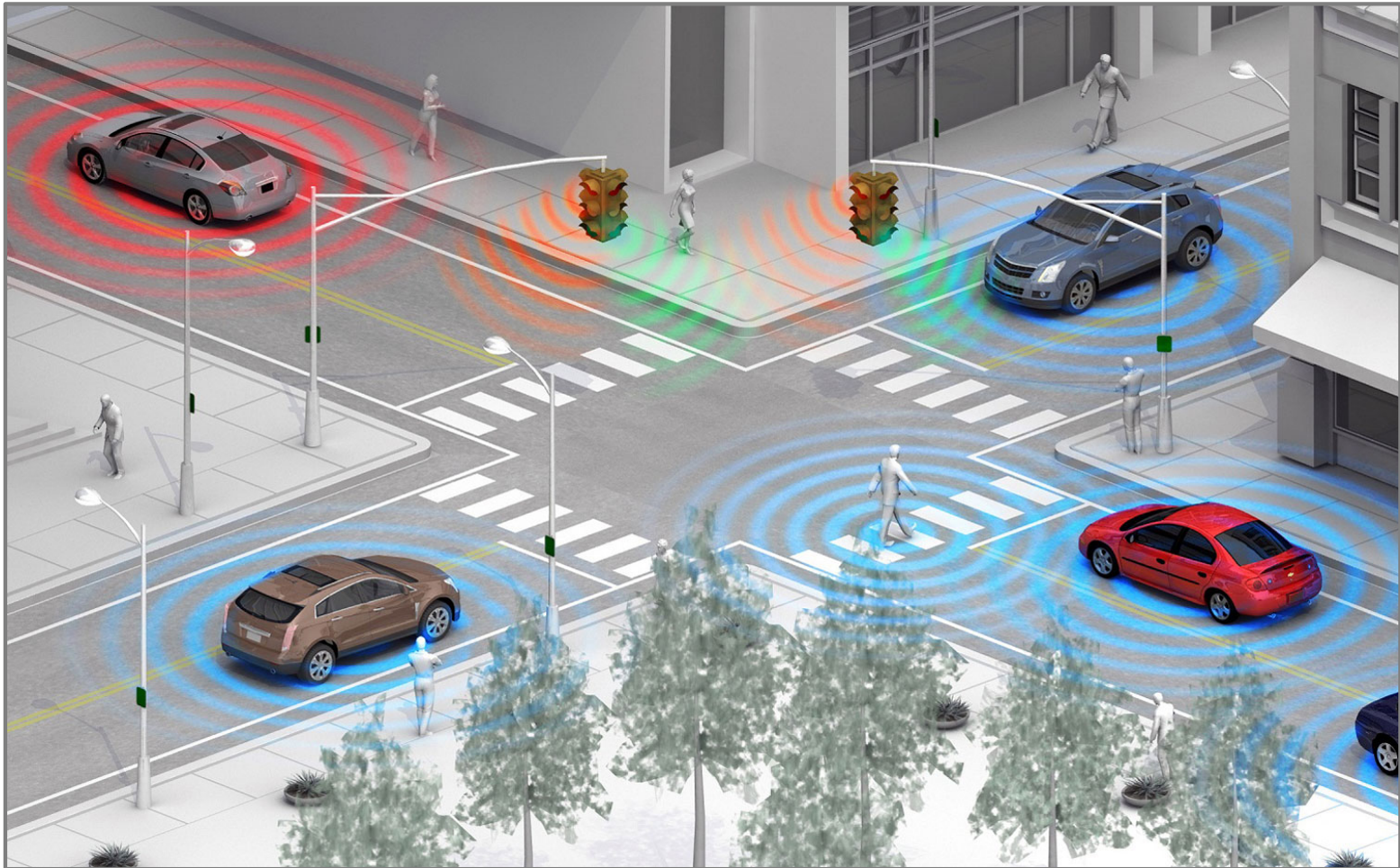# Connected Cars – Big Data

"Data is the New Oil in the future of the Automotive World." Intel CEO, Brian Krzanich

Big Data = Big Business

Approximately 98% of all new cars produced are connected to the internet of things. A car manufacturer will have a wealth of data from millions of vehicles. Currently, the basic assumption is that they remain the owner of the data. They will monetize the data utilizing the following three models:

Creating Revenues:

Direct Monetization
Selling products, features and services to customers

Tailored Advertising
Leveraging car data to push individual offerings to customers

Selling Data
Collecting, analyzing and the reselling of big data to 3rd parties

Cost Reductions:

Material Cost Reductions
The gathering of product field data to reduce development costs or to optimize material usage and designs

Customer Cost Reductions
Analysis of actual usage patterns to reduce customer repair and downtime costs

Improved Customer Satisfaction
Better tailoring product/services to customer needs

Safety & Security:

Intervention
Collecting and forwarding warnings in real time, pointing in the right direction, and the sharing of critical information in advance.

Conclusion: *According to Accenture, the data from connected cars will be worth $5,000 per car in extra revenues for the manufacturer.*