

otonomo



Otonomo at a Glance

Opening up new possibilities with car data



Car data opens up a whole new world of possibilities, from bringing new safety and efficiency to transportation to delighting drivers and passengers with new experiences. The Otonomo Automotive Data Services Platform paves the way for new apps and services that benefit drivers, passengers, service providers, and the transportation ecosystem. The Platform secures and reshapes car data to make it more easily usable for diverse apps and services, while managing regulatory compliance and putting drivers' privacy first. Our expertise, global partnerships, and neutral approach increase the power of the data network for everyone who participates in it.

The Otonomo Automotive Data Services Platform

MARKETPLACE & NEUTRAL SERVER DATA RESHAPING TECHNOLOGY PRIVACY & SECURITY BY DESIGN PUTTING DRIVER RIGHTS FIRST

Built on neutrality and expertise

Mobility services and applications need data from multiple manufacturers (OEMs). As a neutral third party, Otonomo paves the path between OEMs and the multitude of services that benefit from connected car data. Otonomo works directly with mobility and transportation service providers and has built a deep understanding of their automotive data needs.

THE OTONOMO NETWORK

- 18 million+ connected vehicles
- 15 OEMs
- 112 countries
- 85+ ecosystem partners
- 246 billion kilometers curated
- 2 billion data points processed per day
- Headquartered in Israel
- Teams in the U.S., Germany, and Japan
- Neutral Server and consent management partner for Daimler AG

Protect driver privacy, secure automotive data

The **Otonomo Platform** is designed to protect both drivers and commercial interests with secure data management and granular controls over what data gets shared anonymously or associated with a vehicle. It puts drivers first and helps everyone in the ecosystem manage regulatory compliance.



The **Otonomo Consent Management Hub** provides a simple, straightforward process for drivers to grant or revoke permission for specific services that consume personal automotive data. Drivers can make changes at any time using a mobile app. The Consent Management Hub examines consent status with every data request in order to meet drivers' privacy expectations and support compliance with global regulations. Its networked architecture eliminates multiple integrations between drivers, OEMs, and third-party mobility services.

The **Otonomo Dynamic Anonymization Engine** protects driver privacy with a sophisticated combination of techniques, applied on a use-case basis, to make anonymous automotive data more usable and valuable for a diverse range of applications and services. A driver can be identified not only by personal information but also indirectly by the vehicle's VIN number, location, or trip patterns, such as driving daily to and from work. However, "brute force" anonymization would render the data useless for many types of applications and analyses. Our patent-pending Dynamic Anonymization Engine applies different anonymization techniques per each use case to maximize data usability and monetization.

Rich partner ecosystem

Building a network of partners takes effort. As more partners engage, the value and incentives to all participants grow exponentially. With millions of vehicles from across the globe in our Platform and a large network of partners, Otonomo facilitates a productive business ecosystem. Our partners have offerings as diverse as emergency services, roadside assistance, on-demand fueling, parking, vehicle preventive maintenance, usage-based insurance, and smart city services.

Putting data to work for drivers

The Otonomo Platform offers rich automotive data in real time, as well as historical data for both personal services and aggregate use cases.

AGGREGATE USE CASES

Smart City Services

Traffic & Mapping

Parking Apps

Weather Services

Media Research

PERSONAL USE CASES

Usage-Based Insurance

Roadside Assistance &
Emergency Services

Fueling, EV Charging,
& Location Services

In-Vehicle Delivery

Preventative Maintenance

Fleet Management

Concierge Services



“Mercedes-Benz and Otonomo share the same vision and values when it comes to delighting customers while protecting their data. Together with Daimler, our solution is bringing the neutral server concept to life.”

BEN VOLKOW
CEO, OTONOMO



Realize value faster with unique data reshaping

Today's car data is difficult to use for transportation and mobility apps and services because it was designed and structured for a different purpose: to operate vehicles. The Otonomo Platform reshapes this data to increase its value and accelerate time to market for developers. The Platform uses patented technology and machine learning to harmonize, cleanse, aggregate, and enrich data so that our partners can make immediate use of it in their applications.

Operate with speed and agility

The **Otonomo Automotive Data Services Platform** includes a simple RESTful API that allows OEMs and service providers to quickly integrate smarter automotive data into their services and consistently access the data they need.

Otonomo extracts value from car data to benefit everyone



DRIVERS

- Safer, more convenient on-road experiences
- Personalized services accessible while on the move



VEHICLE OEMS & FLEET

- Enhanced driver and passenger experiences
- Value-added services to differentiate offerings
- New and recurring revenue streams
- Data-driven decisions
- Compliance peace of mind



APP AND SERVICE PROVIDERS & MUNICIPALITIES

- Innovative services created faster and at lower cost
- Secure access to quality data from multiple sources
- Holistic solution with a single interface for data, financial, legal, compliance, and developers



ABOUT OTONOMO

The Otonomo Automotive Data Services Platform fuels a network of 15 OEMs and more than 100 service providers. Our neutral platform securely ingests more than 2 billion data points per day from over 18 million global connected vehicles, then reshapes and enriches it, to accelerate time to market for new services that delight drivers. Privacy by design is at the core of our platform, which enables GDPR and other privacy-regulation-compliant solutions using both personal and aggregate data. Use cases include emergency services, mapping, EV management, subscription-based fueling, parking, predictive maintenance, usage-based insurance, media measurement, in-vehicle package delivery, and dozens of smart city services. With an R&D center in, Israel, and a presence in the United States, Europe, and Japan, Otonomo’s investors include Bessemer Venture Partners, Aptiv, Dell Capital, Hearst Ventures, StageOne Ventures, and Maniv Mobility.

Recognition highlights

Otonomo has been recognized globally by over 25 industry analysts and thought leaders.

