



CAR-AS-A-SERVICE (CAAS) SOLUTION

Pre-packaged SaaS solution to enable Car Sharing, Ride Sharing and Fleet Management

CaaS Solution is based on the HARMAN Ignite Platform and is used by OEMs, Dealers and Service Providers to offer car sharing services for a fleet of vehicles. This solution supports changing vehicle ownership models, by allowing customers to have access on demand to a vehicle of their choice based on their specific needs (i.e. moving a mattress, date night out, etc.). With this solution, OEMs can maximize the reach of their vehicles, generate car sharing revenue, and initiate revenue generating opportunities through other connected services that enhance the customer experience.

Scalable and integrated CaaS Solution

HARMAN CaaS solution is pre-packaged to enable an OEM or Service Provider to deploy and manage car sharing/ride sharing solutions leveraging the scalable HARMAN Ignite platform, integrated client (mobile application & embedded) and management portal/dashboard including managed service if desired. The platform is cloud-agnostic and can be deployed using AWS, Microsoft Azure or on premise. The solution includes a collection of components and SaaS services, which allow companies to introduce and quickly deploy custom functionality and services.

The core components and services include:

- Subscription management
- Offered as white-labeled solution
- Cyber security and Over-The-Air updates
- Asset management
- Vehicle status and monitoring
- Remote vehicle access
- Subscription services
- Analytics

With the help of the Portable Personalization solution offered as SaaS over the HARMAN Ignite Platform, the car/ride sharing applications can be further customized enabling services and automating features that support user's drive and digital lifestyle.

Top-line Benefits

- Allows OEM to offer new services to consumers not interested in traditional car ownership
- Along with CaaS revenue, allows revenue through additional services
- Insightful analytics allow an OEM or service provider to adjust their strategy
- Reduces operational costs through efficient monitoring, management and inventory control
- Improve driver safety and satisfaction by efficient vehicle transfers, servicing appointments, fuel card/account management, eco-driving appraisals and breakdown assistance
- Based on scalable HARMAN Ignite Platform that grows with your business
- Offered as a subscription service - no need for huge capital investments

Why HARMAN?

Shortening Time-to-Market

Shorten your time from concept to delivery using our best practices, turn-key delivery models and rich talent pool.

Cross-platform

Take advantage of our experience in multiple industry verticals and leading platforms to rapidly exploit new market opportunities.

Global delivery footprint

Our skilled, talented engineers deliver solutions to companies like yours from centers throughout the world.

Solution accelerators

Get access to leading edge innovation and best practice by using our solution accelerators and global pool of partnerships.

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Features and Benefits

Subscription management	<ul style="list-style-type: none">• Helps manage member information, reservations and fleet status, build intelligent applicant approval workflow with automated driver record checks, charge application fees, provide registration notification and more.• Helps build automated accounting system that allows billing, payments, promotions, penalties and accommodate multiple payment models and rate plans. Monthly invoices and expense reports can also be generated.
Portable personalization (optional add-on service)	The OEM can manage user profiles and vehicle settings in the cloud. This helps the OEM personalize media and content.
Efficient asset management	<ul style="list-style-type: none">• Asset scheduling, allocation and tracking• Geo-fencing capabilities• Alerts & Notification• Maintenance scheduling and history for every vehicle
Vehicle status and Monitoring	Improve the health of the fleet with vehicle function monitoring, controlling and vehicle status notifications, receipt of maintenance alerts and review data on the driving behavior.
Remote vehicle access and remote monitoring	<ul style="list-style-type: none">• The vehicle can be locked, unlocked and started remotely• Proactively spot issues, receive notifications such as idle time, misuse of vehicles, inappropriate driver behavior, potential pilferage, delays, inefficient travel between stops, poor fuel economy practices and more.
Additional subscription services and revenue avenues	HARMAN Ignite platform allows easy integration with other applications enabling the OEM/service provider to offer additional services such as maps & navigation, parking, weather, fuel price monitoring and more.
Actionable analytics that can be monetized	Provides actionable analytics on Vehicle health, Driver behavior, Usage mapping & Load balancing, Predictive vehicle maintenance, Usage Based Insurance (UBI) and more.

Partner with an industry expert

HARMAN (harman.com) designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and services supporting the Internet of Things. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 50 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia. In March 2017, HARMAN became a wholly-owned subsidiary of Samsung Electronics Co., Ltd.

Visit our website at harmanconnected.services/car-as-a-service

