



eCall and Private Service Providers

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A. Weiss von Trostprugg


E-112: the first player in case of need

- ✓ All new cars will be equipped with a black box which will trigger automatically or manually an alarm in case of need
- ✓ As the eCall must be a free service the calls will be directed to the nearest 112 secure operating center
- ✓ Depending on the chosen hardware and the presence of a Sim card the 112 SOC will locate the car and „speak“ to the occupants
- ✓ As soon the dynamic of the accident and the position of the car has been determined rescue services will be send

Pro



- ✓ The 112 number is well established within each country
- ✓ 112 knows „who“ to send and is capable to coordinate the rescue
- ✓ 112 is a free number
- ✓ 112 is a free service
- ✓ 112 is „supra partes“



In fact there is no alternative for a free, mandatorial eCall

But several aspects are still open



- ✓ 112 still operates within a single country
- ✓ Europe wide coordination of 112 seems to be more difficult than expected
- ✓ In most countries there still is no unique 112 number
- ✓ Cars are moving through borders and drivers are speaking different languages
- ✓ A free eCall to 112 does not generate revenues
- ✓ Many players are not satisfied with the additional costings generated by the free eCall service

Is there a way out?



We believe there are different options:

- 1) A basic eCall should be provided to every car
- 2) But the car owner should be allowed to choose between a basic eCall and an enhanced eCall service (free market)
- 3) The enhanced eCall will not be given for free but will contain more services for satisfying drivers needs
- 4) The enhanced eCall will generate profits

enhanced eCall



BASIC: direct call to 112

ENHANCED: end user chooses between public or private service provider

- ✓ The PSP will then divert the call to 112 adding information which are not contained in MSD (car, medical, occupants...)
- ✓ The PSP offers different packages of services through the car manufacturer and will add value to the basic service (road side assistance, fleet management, security, pay per use insurance,...)

Competitiveness vs agreements




- ✓ Each private service provider has its own speciality
- ✓ There is no way that an end user will subscribe to more private service providers for satisfying his needs
- ✓ I personally believe that the time for agreements between providers has come

Example in a free market

- ✓ Mr. X decides to buy a new car.
The car dealer submits to Mr.X a contract where he can choose between:
 - a) basic eCall (free)
 - b) a + road assistance
 - c) b + passive and/or active security
 - d) c + pay per use insurance
 - e) d + fleet management
 - f) e +

b) to f) are not given for free and will generate profit

Any combination is possible



Depending on his needs Mr.X will sign and acquire europe-wide services from an association of service providers.

Mr.X will also give the permission to treat his private data.

The role of the car manufacturer is to choose the providers, evaluate them and to coordinate the marketing.

Pro



- ✓ eCall will still be free in its basic version
- ✓ Added telematic services will generate revenues for all players
- ✓ eCall can really start not depending anymore from E-112 and miscalculated costings
- ✓ Local 112 will have the calls filtered reducing the number of false calls
- ✓ Additional services will be added in the future depending on the installed hardware

Business models



- ✓ Annual Subscription
- ✓ Subscription for the guarantee period
- ✓ Monthly/weekly subscriptions for services needed only for a short time (holidays,...)
- ✓ Pay per use (tracking, basic security,...)
- ✓ Free (bonuses)
- ✓ Any combination of the above

Next



- ✓ Positive involvement of car manufacturers
- ✓ Workshops of PSP in order to prepare service packages to offer
- ✓ Information campaigns directed to end users

Misunderstandings



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