

# AIRBIQUITY RECEIVES THE 2023 ENABLING TECHNOLOGY LEADERSHIP AWARD

---

*Identified as best in class in the North American telematics  
and software for connected vehicles industry*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Airbiquity excels in many of the criteria in the telematics and software for connected vehicles space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Customer Impact</i>
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

### ***Comprehensive Over-the-air Software and Data Management Solutions***

Founded in 1997 and headquartered in Seattle, Washington, Airbiquity is a developer and provider of telematics and software for connected vehicles. The company works hand-in-hand with its automotive customers to build, deploy, and scale connected vehicle services. The company offers a robust over-the-air (OTA) software management platform with its OTAmatic® solution and DATAmatic™, an edge Data-Management-as-a-Service solution.

### ***Proven Scalability, Enhanced Capabilities***

Staffed with highly experienced and skilled software engineers and management team, Airbiquity continually enhances its software and data management solutions to address the latest industry

*“Airbiquity’s OTAmatic™ and DATAmatic™ platforms scale to fit clients’ specific needs. It offers the flexibility, agility, and configurability to support fluid, timely decision-making, delivering the necessary tools and technology infrastructure for customers to succeed.”*

***- Elizabeth Whynott,  
Best Practices Research Analyst***

challenges and evolving customer requirements. The company refined its holistic approach to connected vehicle solutions by building new technologies and leveraging its deep experience in integrating and deploying programs on a regional and global basis.

OTAmatic delivers OTA software updates, upgrades, and enhancements to connected vehicles’ devices, including infotainment systems,

gateways, sensors, processors, driver assistance systems, autonomous features, and artificial intelligence

capabilities. The solution improves vehicles' system quality and operational efficiency by transmitting diagnostic and operational data from its systems. Further, the platform enables original equipment manufacturers (OEMs) to reduce recall-related expenses, increase their cybersecurity posture, improve vehicle performance, and enhance onboard features. The robust OTAmatic™ software management platform makes uploads and downloads efficient, reliable, and secure.

DATAmatic enables OEMs to maximize the value of extracted data, leverage edge analytics, and reduce data transmission expenses. The DATAmatic product suite includes the following offerings:

- **DATAmatic Edge Data Platform:** A comprehensive edge analytics platform for dynamic data acquisition and analytics that provides OEMs with total control across the data management lifecycle. Features include a Data Asset Identifier and Data Acquisition Controller for discoverability, a Data Package Generator and Data Package Validator for portability, and Data Shield and Data Monitoring for security and privacy.
- **DATAmatic Edge Data Logger:** A sub-set of the DATAmatic Edge Data Platform that enables dynamic data logging for onboard edge and cloud-based analytics. The Edge Data Logger includes the Data Asset Identifier, Data Acquisition Controller, and Data Shield, enabling clients to configure what data is logged, the frequency of logging, and under which conditions.
- **DATAmatic Edge Analytic Bots:** A sub-set of the DATAmatic Edge Data Platform with a preprogrammed library of edge data analytics modules for quick and easy edge data analytics. Clients can access industry-related analytics modules for specific use cases and differentiate themselves with dynamic data collection parameters across millions of devices on the edge.

Airbiquity's OTAmatic and DATAmatic platforms scale to fit clients' specific needs. It offers the flexibility, agility, and configurability to support fluid, timely decision-making, delivering the necessary tools and technology infrastructure for customers to succeed. Unlike most competitors' vertical point solutions, its broad approach to the market uniquely enables clients to adapt, integrate, deploy, and scale their services. Furthermore, Airbiquity is developing its software development kit to enable clients to perform their own integrations.

While primarily targeting the fast-growing connected passenger vehicle market, Airbiquity is leveraging its solutions to penetrate adjacent mobility vertical industries. For example, the company is in active discussions with leaders in the two-wheeler vehicle sector. This sector is a key area of expansion that does not require implementing complex systems but is seeing an increase in demand for smartphone integration, software and platform upgrades, and data collection to provide more connected services. Airbiquity's solutions also have applications for machine-to-machine Internet of Things systems, including off-highway vehicles and medical devices. Successful penetration into these markets will ensure the company achieves consistent program volume and revenue opportunity for continued operations.

Frost & Sullivan's research identifies Airbiquity as a leading partner, leveraging cutting-edge methodologies to advance the telematics and software for connected vehicles market.

### ***A Customer-centric Approach Driving Unmatched Client Experience***

With its customer-centric corporate philosophy, Airbiquity operates on the central tenet that its success

depends on customer satisfaction. Airbiquity works closely with clients throughout the development and deployment process. The company gains insight into client requirements through successive reviews with OEMs and adapts the technology to meet their needs. Clients can vet solutions before deployment and integrate their own features to differentiate their products from competitors. Airbiquity also understands the importance of providing clients with robust customization, quick deployment, and easy scaling capabilities, thus ensuring all processes are simple. Furthermore, the company's edge analytics technology enables rapid on-vehicle computing, reducing clients' need for cloud storage and associated costs, while still delivering high performing capabilities, customer satisfaction, and giving clients full data ownership.

Airbiquity meets with clients to assess their specific needs and develop tailored solutions for development, testing, and a seamless scaled deployment. This foundational approach establishes ongoing trust with customers for long-lasting relationships.

### ***A Trusted Partnership and Proven Track Record***

Since its inception, Airbiquity's industry reputation and customer-centric framework has led to its coveted preferred partner status. Over the years, it added a range of new technology partners and customers to its portfolio. The company has deployed 11 full-scale programs for eight OEM customers, including Toyota, Nissan, BMW, Renault Z.E., and Ford. One of Airbiquity's solutions has been licensed and integrated into over 25 million vehicles. Another of the company's program deployments has been scaled to a service footprint of more than 60 countries with localization into over 30 languages.

Airbiquity has a proven track record of success. The company's deployments include providing GM OnStar® with a data-over-voice modem for cellular networks, a connected car cloud platform for Ford

*"The company has deployed 11 full-scale programs for eight clients, including Toyota, Nissan, BMW, Renault Z.E., and Ford. Airbiquity's solutions are licensed and directly integrated into over 25 million vehicles across more than 60 countries, producing over nine billion platform transactions."*

***- Elizabeth Whynott,  
Best Practices Research Analyst***

SYNC 1 and 2, a regional fleet fuel management solution for Shell FuelSave, a global infotainment program for NissanConnect Mobile Apps, and a global EV program for Nissan Leaf. Airbiquity also maintains strong partnerships with key technical providers including NXP, WNDVR, Uptane, ST Microelectronics, Renesas, SafeRide Technologies, KasperskyOS, and AUTOSAR. These partnerships empower the OTAmatic and DATAmatic platforms with in-vehicle processing capabilities, scalability, automotive industry standards compliance, and

robust security frameworks and technical solutions.

Frost & Sullivan anticipates rapid, widespread technology adoption and believes the company is well-positioned to drive the telematics and software for connected vehicles space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

## Conclusion

---

Technology integration is a critical success factor for the telematics and software for connected vehicles industry. Yet, with many options available, market stakeholders need to leverage the most appropriate and best technology-based solutions to optimize their market impact. With its over-the-air (OTA) software and data management platforms, Airbiquity delivers comprehensive connected-vehicle solutions. The company's OTAmatic Software Management Platform provides OTA software updates, upgrades, and enhancements to connected vehicles' devices, including infotainment systems, gateways, sensors, processors, driver assistance systems, autonomous features, and artificial intelligence capabilities. Airbiquity also offers the DATAmatic data management solution suite to maximize the value of extracted data, leverage edge analytics, and reduce data transmission expenses. The suite delivers dynamic data acquisition and analytics that provides OEMs with total control across the data management lifecycle. Airbiquity stands out from competitors based on its commitment to innovation, creativity, and ability to launch new solutions with far-reaching impact and application. The company pairs its technology focus with customer-centric values, thus earning a solid reputation in the telematics and software for connected vehicles market.

With its strong overall performance, Airbiquity earns Frost & Sullivan's 2023 North American Enabling Technology Leadership Award in the telematics and software for connected vehicles industry.

## What You Need to Know about the Enabling Technology Leadership Recognition

---

Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

### Best Practices Award Analysis

For the Enabling Technology Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Technology Leverage*

**Commitment to Innovation:** Continuous emerging technology adoption and creation enables new product development and enhances product performance

**Commitment to Creativity:** Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

**Stage Gate Efficiency:** Technology adoption enhances the stage gate process for launching new products and solutions

**Commercialization Success:** Company displays a proven track record of taking new technologies to market with a high success rate

**Application Diversity:** Company develops and/or integrates technology that serves multiple applications and multiple environments

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

