

INTELLIAS RECEIVES THE 2023 ENABLING TECHNOLOGY LEADERSHIP AWARD

*Identified as best in class in the global connected
infotainment and navigation software 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. Intellias excels in many of the criteria in the connected infotainment and navigation software industry 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 |

A Proven Track Record

Intellias is a software solutions and service provider for automotive original equipment manufacturers (OEM) and Tier 1 suppliers. The company has over 20 years of software engineering expertise and continues to gain traction in the expanding automotive software industry. Intellias integrates its embedded software technology in over 179 million cars globally. The company supports clients across 25 countries, including the United States (US), Canada, Europe, and the Middle East. Its products range from human-machine interface (HMI), embedded connectivity systems, navigation, connected cloud services, autonomous driving (AD), and advanced driver assistance system (ADAS) technology.

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- Steven Lopez
Best Practices Research Analyst

The mobility industry continues to evolve with additional technologies, features, services, and trends that enable existing mobility systems. The domain of connected vehicles remains the most technologically advanced automotive industry with far-reaching impacts.¹ Moreover, connected vehicles spark innovation and promote new ecosystems. Intellias applies its automotive and transportation expertise through technologies and partnering strategies to create industry-leading navigation software.

¹ Global Connected Vehicle Outlook 2023 (Frost & Sullivan, April 2023)

Unmatched Scalability, Enhanced Capabilities

Intellias recognizes the challenges faced by the global mobility industry, which include the need for safer roadways, enhanced infotainment, comfort, effective transport operations, advanced ADAS components, and sustainability. For over two decades, Intellias has built and refined an extensive solutions portfolio enabling various use cases among automakers, mobility service providers, and transport companies. For example, partnering with a leading Tier 1 OEM, Intellias developed a robust in-car navigation system with high-definition mapping capable of maintaining map data size on inefficient hardware. This solution enables end-to-end responsibility from data compilation to in-car navigation. Another prominent use case is helping develop a new version of a leading UK-based automotive brand's navigation system as a next-generation HMI navigation for electronic vehicles. This development provided agile processes to deliver multi-display product enhancement with interactive features. These notable examples demonstrate how Intellias co-creates technology solutions by helping customers elevate their digital strength in the ever-changing mobility landscape.

Intellias has a comprehensive understanding of various client types and their unique needs. The company equips them with the most up-to-date and cutting-edge technology solutions. This orderly and systematic product development journey begins with extensive research and development conducted by industry experts. The company leverages this acquired knowledge/expertise to design innovative solutions with partners that address market needs of any landscape, scale, and complexity level. Intellias has a strong background in software certification/licenses that include ISO 26262, ISO 21434, ISO 27001, TISAX, and Automotive SPICE®. The company offers clients essential resources, including online webinars, whitepapers, and development forums, enabling partners and participants to gain expert advice and understand where the market is going.

Intellias pushes the limits of form and function in the pursuit of innovation. This process has resulted in enabling technology with new collaborations. In 2022, the company developed its first Automotive Portable Kit that its engineers designed to demonstrate Intellias' hardware, embedded middleware software capabilities, including cloud integration and user interface design.² Frost & Sullivan commends Intellias on its industry-leading expertise and ability to strategize methods to improve existing products and services to elevate the customer experience.

Automotive Portable Kit



Source: Intellias

² <https://intellias.com/intelliasintroduces-a-brand-new-portableautomotivekit/> (Accessed July 2023)

Building Trust through a Customer-centric Approach

With its customer-centric corporate philosophy and commitment to maintaining its preferred partner status, Intellias operates on the central tenet that its success relies on customer satisfaction. This philosophy permeates the company's daily operations. Moreover, it has a customer satisfaction rating of 98% and, in 2022, was named a Leader in the Global Outsourcing 100 List by the International Association of Outsourcing Professionals.³

The company works closely with partners to assess their needs and develop tailored solutions with roadmaps for seamless execution. This foundational approach establishes ongoing customer trust for long-lasting relationships throughout the service lifecycle.

Intellias benefits from several successful collaborations that help it secure a spot as a preferred partner. The company's partnership with TomTom proved successful for the company. In 2021, as a launch partner for TomTom's Digital Cockpit, Intellias offered a climate control feature. This addition allowed Intellias to gain experience as a system integrator and TomTom to transform the connected car experience for its customers.⁴ Another noteworthy partnership is with the automotive Tier 1 supplier JOYNEXT. Together with JOYNEXT, Intellias supports smart car networking solutions delivery to customers in Europe, North America, and China.⁵ This fruitful partnership with JOYNEXT ensures the successful implementation of their navigation, in-car infotainment, and embedded systems in over eight million vehicles.⁶ With the company's commitment to changing the future of driving and enabling safer roadways, in 2023, Intellias partnered with Connex2X, a US company that offers vehicle-to-everything (V2X) technology. The two companies collaborated to develop a cloud-based Connex2X V2X platform delivering safer roadways by enabling less congestion, reduced fuel consumption, extended electric vehicle battery range, and minimal

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carbon emissions to 1.3 billion vehicles in the world today.⁷ This partnership with Connex2X is a key driver for a sustainable future in the mobility industry, which is a main focus for Intellias. Furthermore, by initiating a responsibility of driving and integrating sustainability, the company commits to adopting projects that reduce carbon dioxide emission levels and improve the quality of life throughout smart cities. Lastly, a critical partnership with AUTOSAR enables Intellias access to standard specifications and licenses to leverage in customer projects that involve electrical/electronic modern vehicle architecture, including AD and digital cockpit systems.⁸

³ Intellias 2021 Sustainability Report shared with Frost & Sullivan (Accessed July 2023)

⁴ <https://intellias.com/tomtom-digital-cockpit-partnership/> (Accessed July 2023)

⁵ <https://intellias.com/intellias-partners-with-joynext-for-aspice-certified-automotive-solutions/> (Accessed July 2023)

⁶ Ibid.

⁷ <https://intellias.com/connex2x-and-intellias-bring-v2x-technology-to-automotive-aftermarket/> (Accessed July 2023)

⁸ <https://intellias.com/intellias-joins-autosar-as-associate-partner/> (Accessed July 2023)

Positioned for Growth

Since its founding, Intellias' team has grown by 70%. These individuals come from various backgrounds consisting of over 3,200 employees globally. Intellias takes pride in being a human-centered organization and continues to expand its team of experienced individuals comprised of engineers and non-technical and technical specialists. After weathering the pandemic, the company opened offices across the US, the Middle East, and Europe. At the end of 2022, the company entered the Portuguese market, hiring 60 specialists.⁹ Moreover, Intellias commits to strengthening its brand and maintaining the trust of companies globally. Companies, such as TomTom, DKV, Rand McNelly, Elmos, HERE, BlaBlaCar, and many others, trust Intellias to enhance their mobility and technological services. The noteworthy collaboration with Renesas highlights the impact Intellias has on its customers and adds to their brand loyalty. Announced at the beginning of 2023, this joint development showcases Intellias' software expertise and Renesas' automotive engineering capabilities, enabling both leaders to create demonstrations, prototypes, and projects.¹⁰

“Renesas is excited to welcome Intellias as an R-Car Consortium member. Combining Intellias' expertise with our capabilities in automotive technology has resulted in the latest version of the Intellias Portable Automotive Kit. We look forward to continuing our collaboration with Intellias to expand R-Car solutions.”

- Naoki Yoshida, Senior Director at Renesas, Automotive Digital Products Marketing Division¹¹

Intellias furthers its commitment to contributing to the connected future of the mobility industry. As the company continues to maintain its growth trajectory and further solution development, in March of 2023, Intellias joined the National Data Standard (NDS) Association, which enables the company to contribute to the worldwide NDS Association map data for automotive and mobility ecosystems.¹² Also, the company announced its membership with the Connected Vehicle Systems Alliance (COVESA) in 2022. As part of COVESA, the company joins an innovation-driven group of industry leaders including BMW Group, Bosch, Ford Motor Company, LG Electronics, Renault Group, and NVIDIA.¹³ Intellias' membership with COVESA allows it to gain knowledge of technological innovation as the industry continues to evolve. Frost & Sullivan applauds Intellias for its commitment to helping its customers thrive in a digital-first world. Through its significant partnerships with industry leaders and expansion globally, Intellias is redefining the landscape on a new scale.

Intellias Mobility Team



Source: Intellias

⁹ <https://intellias.com/intellias-enters-the-portuguese-market/> (Accessed July 2023)

¹⁰ <https://intellias.com/intellias-collaborates-with-renesas-to-jointly-develop-connected-car-solutions/> (Accessed July 2023)

¹¹ Ibid.

¹² <https://intellias.com/intellias-joins-the-nds-association-to-develop-with-the-worldwide-standard-for-map-data/> (Accessed July 2023)

¹³ <https://intellias.com/intellias-is-moving-towards-connected-future/> (Accessed July 2023)

Conclusion

Integrating technology is a pivotal part of success within the automotive and mobility industry. Yet, with many options available, market stakeholders need to leverage the most suitable and best technology-based solutions to maximize their market impact. Using cutting-edge software, Intellias collaborates with leading industry partners to co-create innovative technology solutions making roads safer and establishing immersive interactions. The company stands out from competitors based on its commitment to prioritizing innovation, creativity, and the ability to launch new solutions with far-reaching impact and application. The company aligns its technology focus with customer-centric values, thus earning a solid reputation in the mobility market.

For its strong overall performance, Intellias is recognized with Frost & Sullivan's 2023 Global Enabling Technology Leadership Award in the connected infotainment and navigation software 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

