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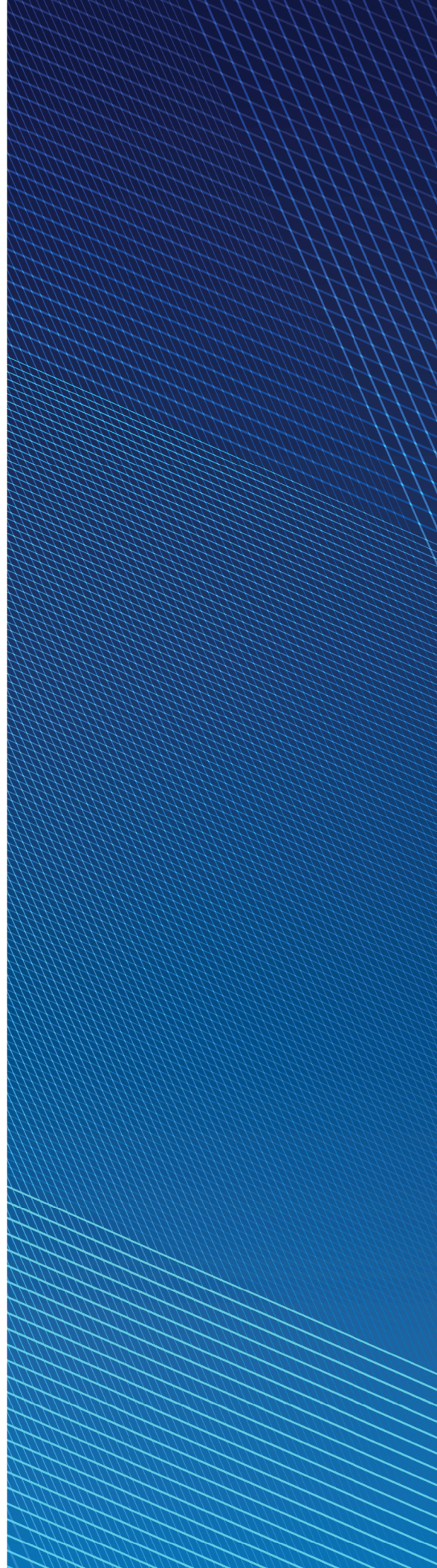
MOTER TECHNOLOGIES RECEIVES THE 2023 ENABLING TECHNOLOGY LEADERSHIP AWARD

Identified as best in class in the North American AI-based insurance software platform 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. MOTER Technologies excels in many of the criteria in the AI-based insurance software platform space.

AWARD CRITERIA

Technology Leverage	Customer Impact
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

Industry Outlook for Connected Vehicles

Connected vehicles remain one of the most technologically advanced domains, transforming the automotive industry with new features, services, and trends. Frost & Sullivan's research finds that continued innovations compel automakers and suppliers to create strong business models that will result in recurring revenue potential.[1] In 2022, Frost & Sullivan provided projections for developments in the usage-based insurance (UBI) sector, including partnerships with original equipment manufacturers (OEM), telematics providers, and insurance companies. During 2022, insurance providers accelerated partnerships with OEMs to access driver behavior data for UBI. For example, many North American OEMs have partnered with insurance providers to gather UBI data.[2]

Incorporating telematics and driver behavior pattern analysis technologies enables insurance companies to advance their risk profiling systems which helps fleet management businesses. Moreover, privacy and cost concerns remain at the top of automakers' list when managing significant amounts of data.

> *"MOTER transforms the automotive insurance sector through its AI-driven data analytics platform, enabling customization for heightened precision and a safer voyage ahead."*
>
> *- Gautham Hegde*
> *Senior Research Analyst - Mobility*

A Step Forward in Predictive Analytics for Connected Vehicles

Founded in 2021 and headquartered in Los Angeles,

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[1] Global Connected Vehicle Outlook 2023 (Frost & Sullivan April 2023)
[2] Ibid.

California, MOTER Technologies (MOTER) provides an artificial intelligence (AI)-enabled data-driven software platform for car insurance companies. The company is a subsidiary of Aioi Nissay Dowa Insurance, part of the MS&AD Insurance Group based in Tokyo, Japan. MOTER offers services directly to automakers and Tiers 1's supporting OEMs, helping them commercialize connected car data. MOTER's focus is helping automakers turn the next-generation vehicle data into something valuable. The company's primary market serves the insurance industry for UBI and claim type applications.

It uses machine learning and an AI component to ingest data and understand driving style to capture and identify risk, safety, and performance metrics. MOTER transforms the automotive insurance sector through its AI-driven data analytics platform, enabling customization for heightened precision and a safer voyage ahead.

MOTER uses its history of working with automakers to provide enhanced insurance solutions for its customers. Traditional data used to measure driving behavior or to understand what happened after a collision typically offers basic information (time of day and speed). With the addition of new advanced driver assistance systems (ADAS), there are two trends: the sensor data is enormous, and the computation capability of the vehicle is increasing. ADAS sensor data helps to recognize more about driving risk and behavior and contextualize this behavior within the environment the driving is occuring. With advancements in technology, driver behavior has become more precise, allowing a more powerful predictive scope of who is more likely to get in a collision.

Backed by world-class experts, MOTER developed technology and refined its holistic approach to fully understand connected car data by continuously building its data science software and platform. Enabling data used to provide predictive analytics is a key differentiator for the company. MOTER harnesses real-time data from automakers, catalyzing growth in UBI, driven by the global surge in demand for enhanced in-car connectivity and intelligence. Traditional telematics uses single global positioning system technology or accelerometer data, whereas the science behind MOTER combines the traditional telematics dynamics with environment awareness and the context within which the driver operates the vehicle.

The company deploys its data science software into connected vehicles, where the platform then uses edge computing to calculate advanced insurance insights gathered from next-generation data. In addition, edge analysis reduces data transfer costs by 90%.[3] By uploading data-driven insights into the cloud, the MOTER platform removes the need for large data volume. Finally, insurance companies use the insights to generate value from data into various products and services, such as driver risk intelligence, collision analytics, and customer acquisition services.[4] MOTER addresses privacy concerns by integrating its platform to move the computational work to the vehicle, reducing the need for data to be taken off the vehicle, decreasing costs and privacy concerns. By connecting insurance companies with data from automakers, OEMs recognize the benefits MOTER provides using its deep data science technology to a broad ecosystem of data customers, including fleet operators.[5]

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[3] https://moter.ai/cutting-edge-insights/ (Accessed July 2023)
[4] https://moter.ai/technology/ (Accessed July 2023)
[5] https://moter.ai/cutting-edge-insights/ (Accessed July 2023)

With its foundational MOTER platform, it assembled a unique purpose-built solution that bridges industry gaps between automakers and insurers for connected car data that enables long-term customer engagements and revenues. Vehicle owners can benefit from a lower total cost of ownership as well.[6]

MOTER plans to expand its car insurance products and fleet solutions (last-mile delivery and non-emergency deliveries). Automakers and insurers leverage the platform across business verticals, achieving broader organizational objectives in various applications. While the focus for the company is insurance, MOTER's expertise and ability to access mounds of data opens the doors for more possibilities, such as adopting predictive analytics, maintenance, vehicle repair, product development, pricing, and underwriting, and improving the overall claims experience.

Customer-Centric Approaches

With its customer-centric corporate philosophy, MOTER operates on the central tenet that its success depends on customer satisfaction. This philosophy permeates the company's daily practices and executes customer-centric approaches to establish a more effective customer ownership experience by building relationships with OEMs. By collaborating with OEMs and Tier 1's, MOTER assesses their specific needs and develops tailored solutions from a constant feedback loop, i.e., identifying where to integrate edge computing capabilities with access to the right data in current vehicle models.

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MOTER partners with approximately five different OEMs, helping to build faster integration paths into connected vehicle systems. This foundational approach establishes ongoing trust with customers for long-lasting relationships extending throughout the platform's lifecycle.

MOTER credits much of its commercialization success in the United States (US) to its strong emphasis on prioritizing insurance risk services and enabling safety through the extraction of value from advanced data collected from ADAS. As of 2023, the company remains focused on strengthening its presence in the US market, where it has the most experience working with its customer base and holds the most significant market power for turning data into insurance value.

Growth Potential

The company has grown its staff by 60% since 2022. The company expects the UBI segment to increase; therefore, it prioritizes providing insights into the capabilities and benefits of ADAS data. With its robust platform capabilities, MOTER will continue working with automakers as they develop their new vehicle models.

For its next conquest, the company pushes its presence beyond the US, following the view of the market and where it is headed, into countries in the Asia-Pacific and European regions. The company recognizes the strong potential of the European automotive and insurance markets to incorporate data into insurance products. To be successful outside the US market, insurance must be more data driven. Furthermore, MOTER takes into consideration compliance with the General Data Protection Regulation,

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[6] https://moter.ai/cutting-edge-insights/ (Accessed July 2023)

together with insurance regulations. It continues to build its brand by attending trade shows and events such as AWS re:Invent 2022, CoMotion LA 2022, Swiss Re Driving the Next in motor risk 2022, CES 2023 (Consumer Technology Association), Autotech: Detroit 2023, IAA Mobility Munich 2023, MOVE America 2023. Most of these large engagements initiated strong growth potential for the company. With funding from its parent company and years of knowledge, MOTER's growth strategy aligns with investors in the automotive and insurance companies by being both a commercial partner and equity owner. In return, the ongoing relationship will enable customer acquisition and boost brand loyalty.

Conclusion

Technology integration is a critical success factor for the automotive 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 artificial intelligence (AI)-based software platform, MOTER Technologies (MOTER) delivers crucial datasets from vehicles and sensors to car insurance companies. Insurers can effectively manage risks by combining the traditional telematics dynamics with understanding the environment and the context of drivers using predictive analytics and machine learning. MOTER stands out from competitors based on its commitment to innovation, creativity, and ability to launch new solutions with far-reaching impact and application. It focuses on connected car data commercialization and the development of new insurance products and services. MOTER works with original equipment manufacturers, Tier 1's, insurance companies, and new mobility fleets such as last-mile and non-emergency. MOTER's ability to access mounds of data drives predictive analytics, maintenance, vehicle repair, and product development and service that can be provided to consumers and improve safety systems to accommodate real world driving with new solutions. The company pairs its technology focus with customer-centric values, thus earning a solid reputation in the automotive insurance market. With its strong overall performance, MOTER earns Frost & Sullivan's 2023 North America Enabling Technology Leadership Award in the AI-based insurance software platform market.

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

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

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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)**