

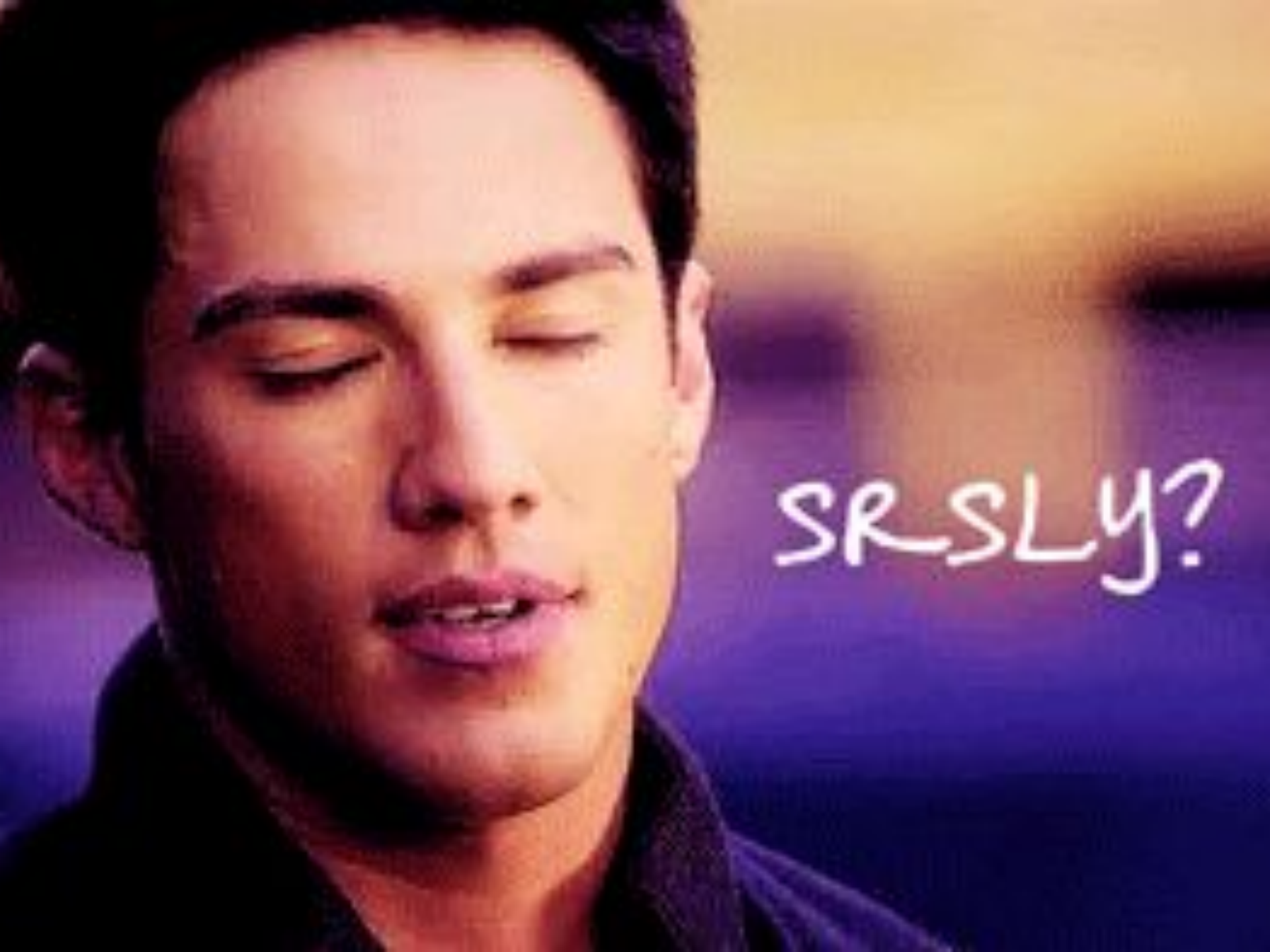
Dark Art of APIs In Connected Cars

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Director of Strategy
@inadarei

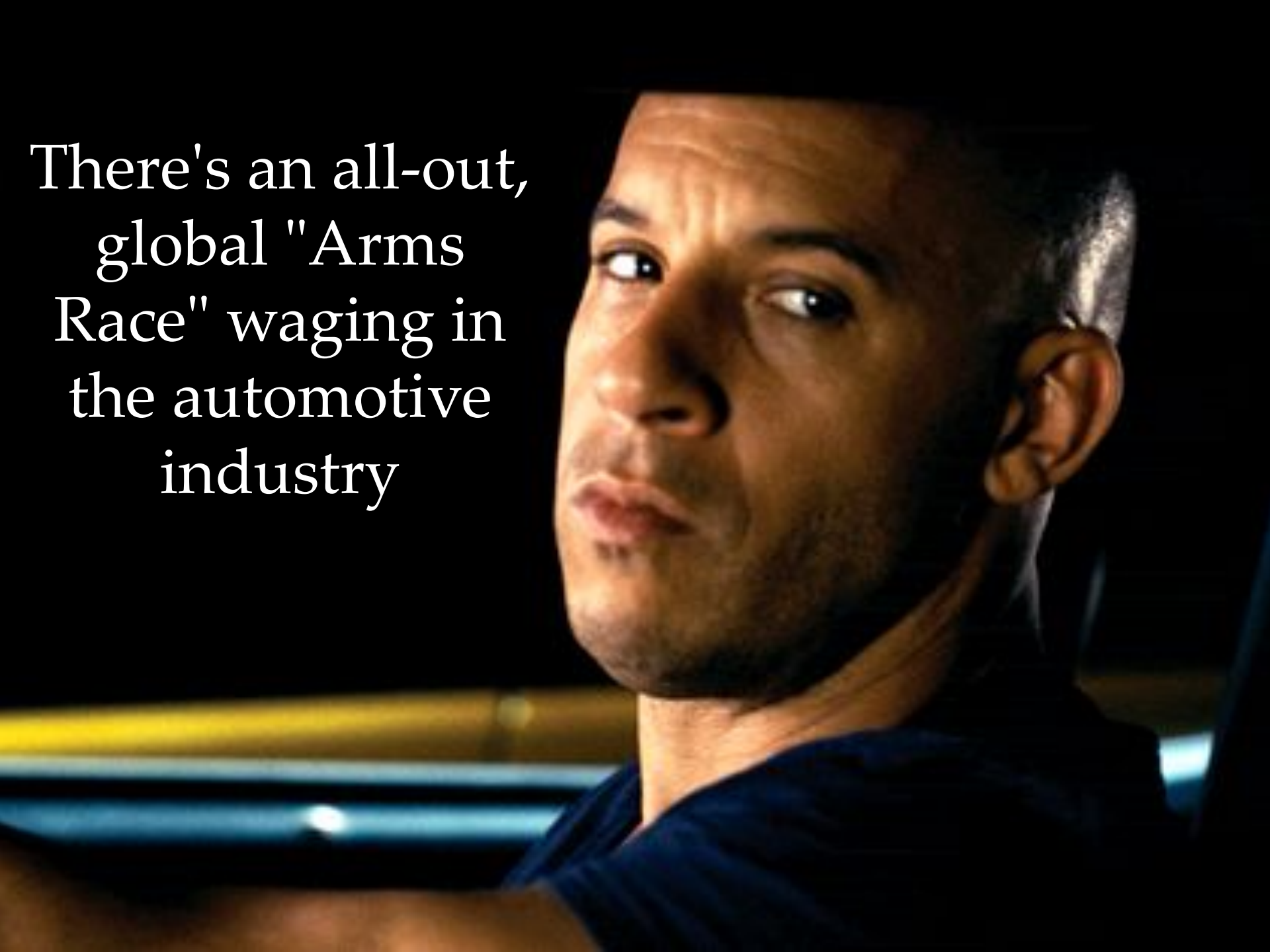




SRSLY?

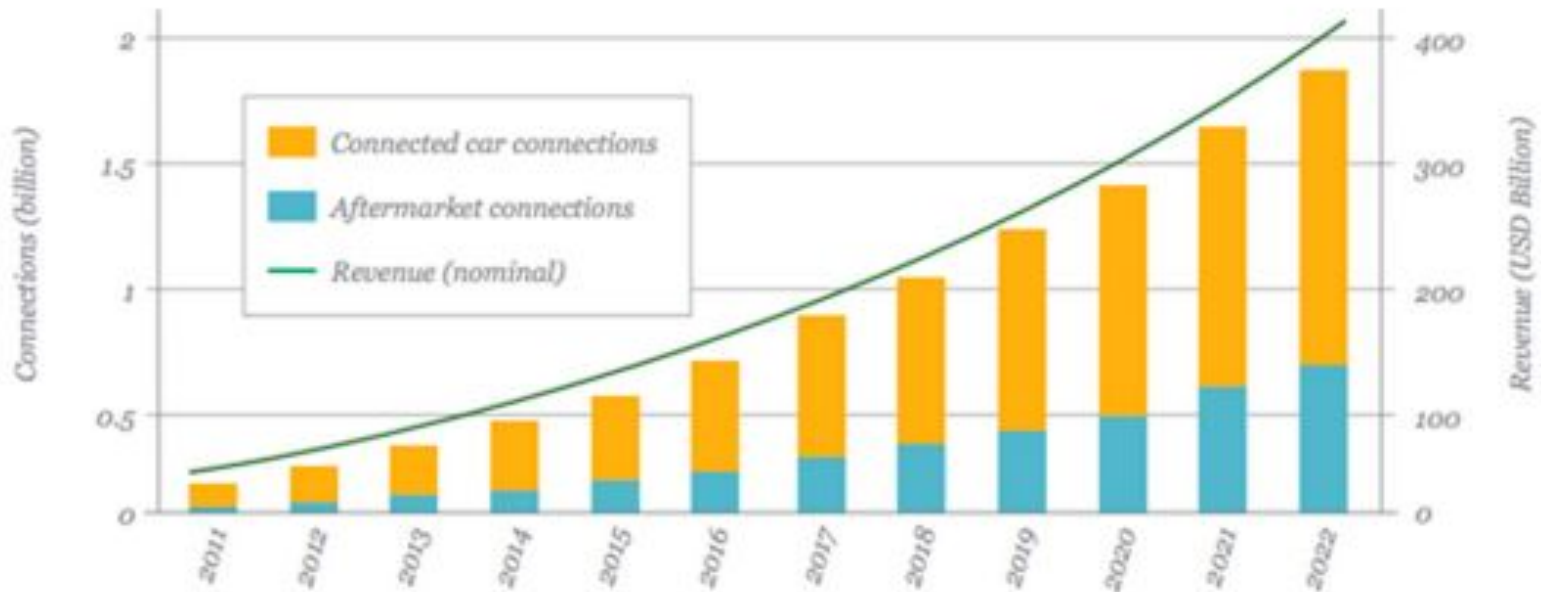


There's an all-out,
global "Arms
Race" waging in
the automotive
industry



We're Getting There Fast

Figure 1: Machine-to-machine connections and revenue in the automotive sector, 2011-22 [Source: Machina Research, 2013]



2020: 90% of new cars and US \$600B

But Still Got a Long Way To Go



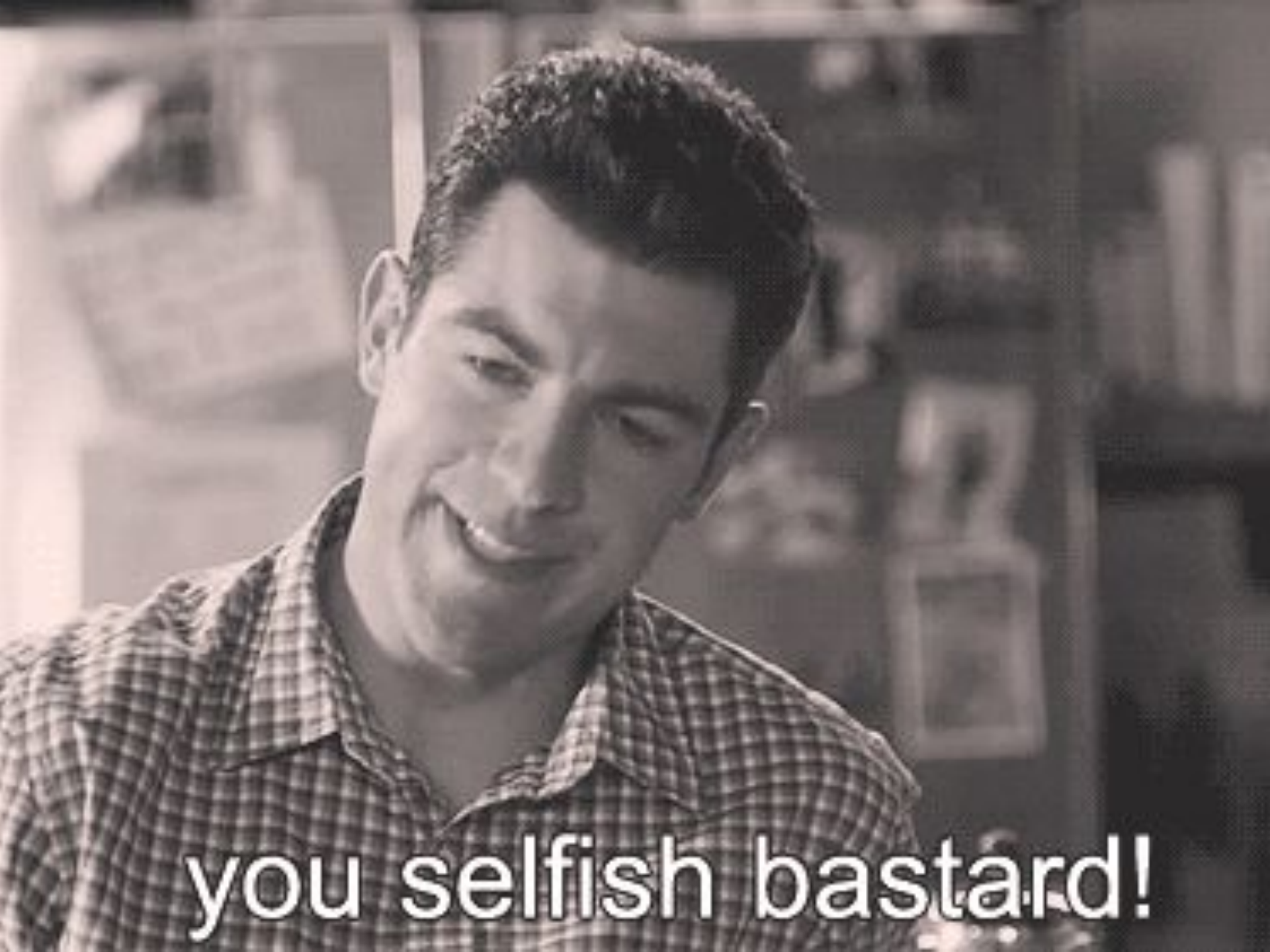
OEM Beliefs:

1. Five-year lifecycle vs. Mobile SDLC
2. Regulatory mandate for Connectivity
3. Built-in or brought-in?
4. Global connectivity and roaming bans.
5. Upheaval in dealership models.
6. New ownership models.
7. Autonomous vehicles: not immediate.
8. Obscurity re: payment models.
9. Cautious re: open app ecosystem
10. Connected lifestyle is a given

Source: Telefonica

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you selfish bastard!

A man with short brown hair, wearing a white button-down shirt, is shown from the chest up. He is pointing his right index finger upwards and slightly to the right. His expression is serious and intense. The background is a soft, out-of-focus scene of a sunset or sunrise, with warm orange and yellow light. The overall tone is dramatic and assertive.

MY PLAYGROUND, MY RULES...

**“For a successful technology,
reality must take precedence
over public relations, for
Nature cannot be fooled.”**

~ Richard Feynman

#1

OEMs need
~~An Android~~
a standard hypermedia type
for their APIs.

#2

**OEMs need to
adopt a standard
delegated, context-aware
security + identity system**

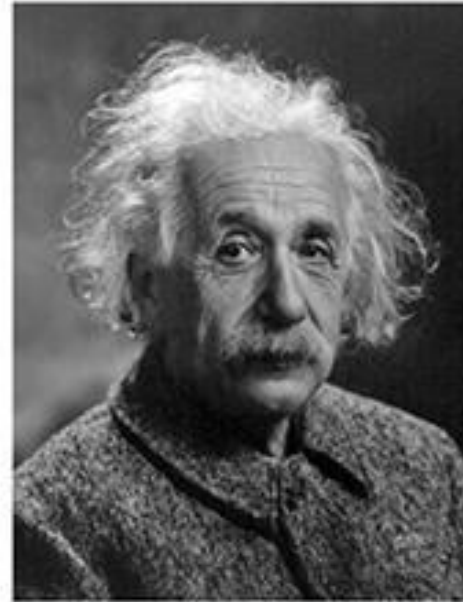
#3

OEMs need to embrace open app ecosystem and provide:

1. Self-service dev portals
2. Robust, public docs
3. Dev sandboxes
4. App marketplace

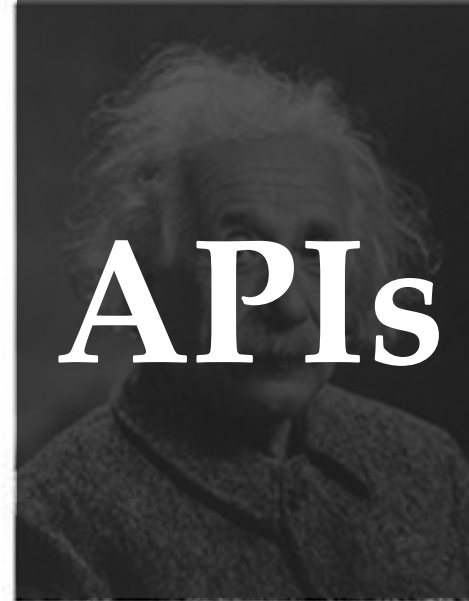
A man with grey hair, wearing a grey suit, white shirt, and dark tie, is gesturing with his right hand raised. The background is dark and out of focus.

One More Thing...



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JUST WAITING FOR THE BUS

CAUSE MY CAR GOT TOAD