

# Dark Art of APIs In Connected Cars

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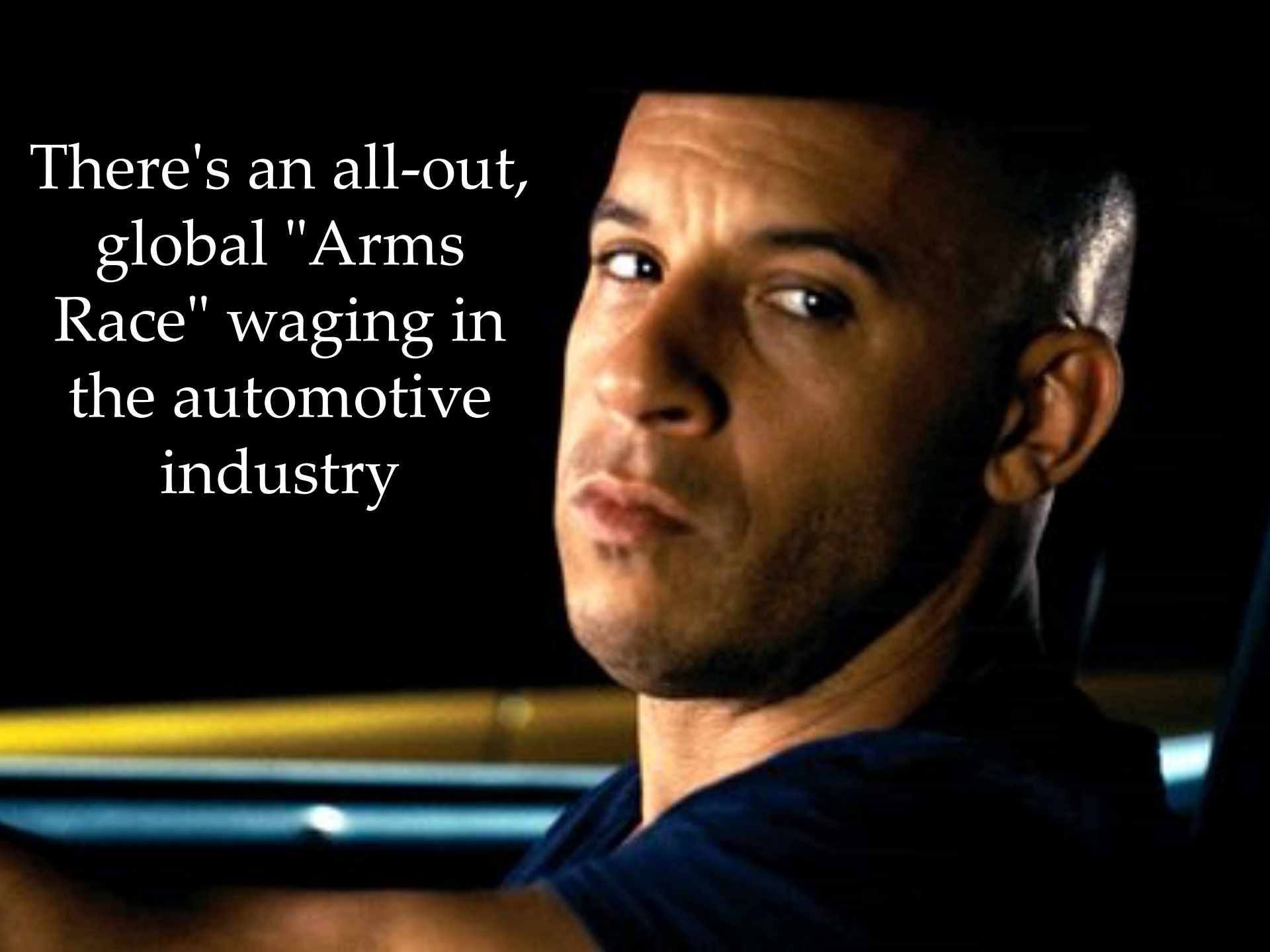


SRSLY?



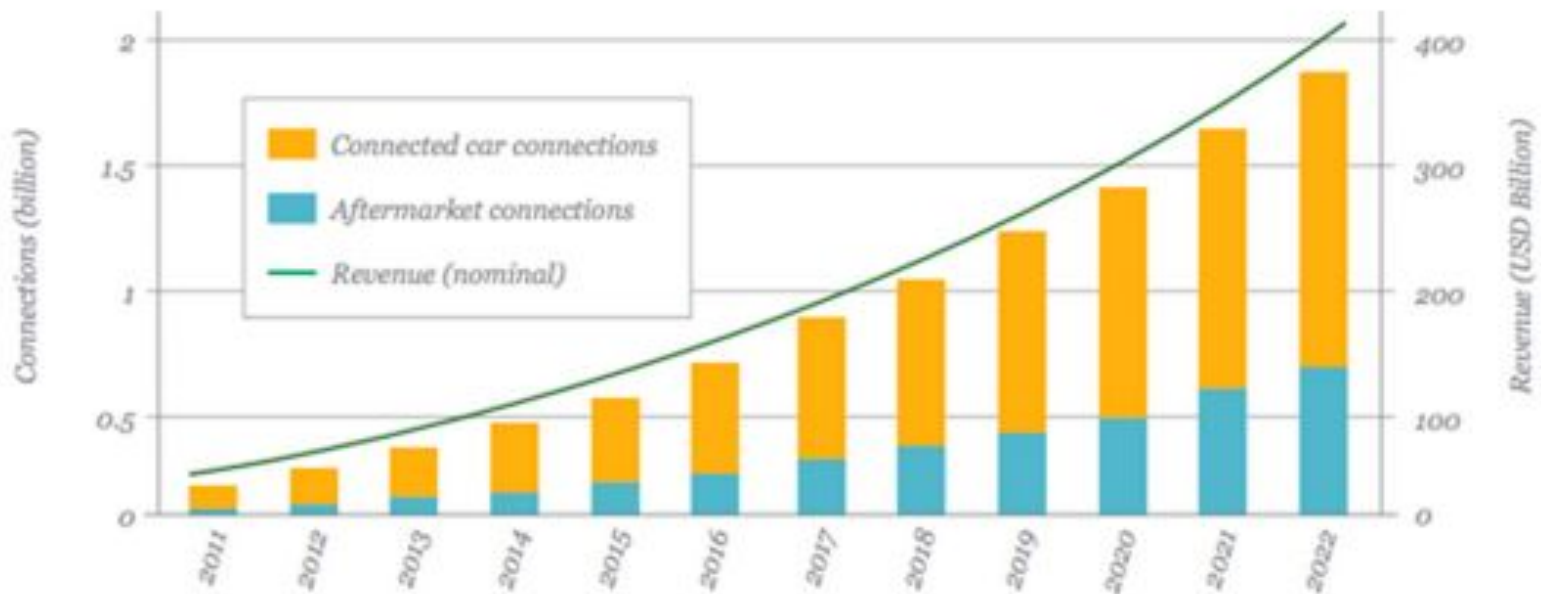


There's an all-out,  
global "Arms  
Race" waging in  
the automotive  
industry



# 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



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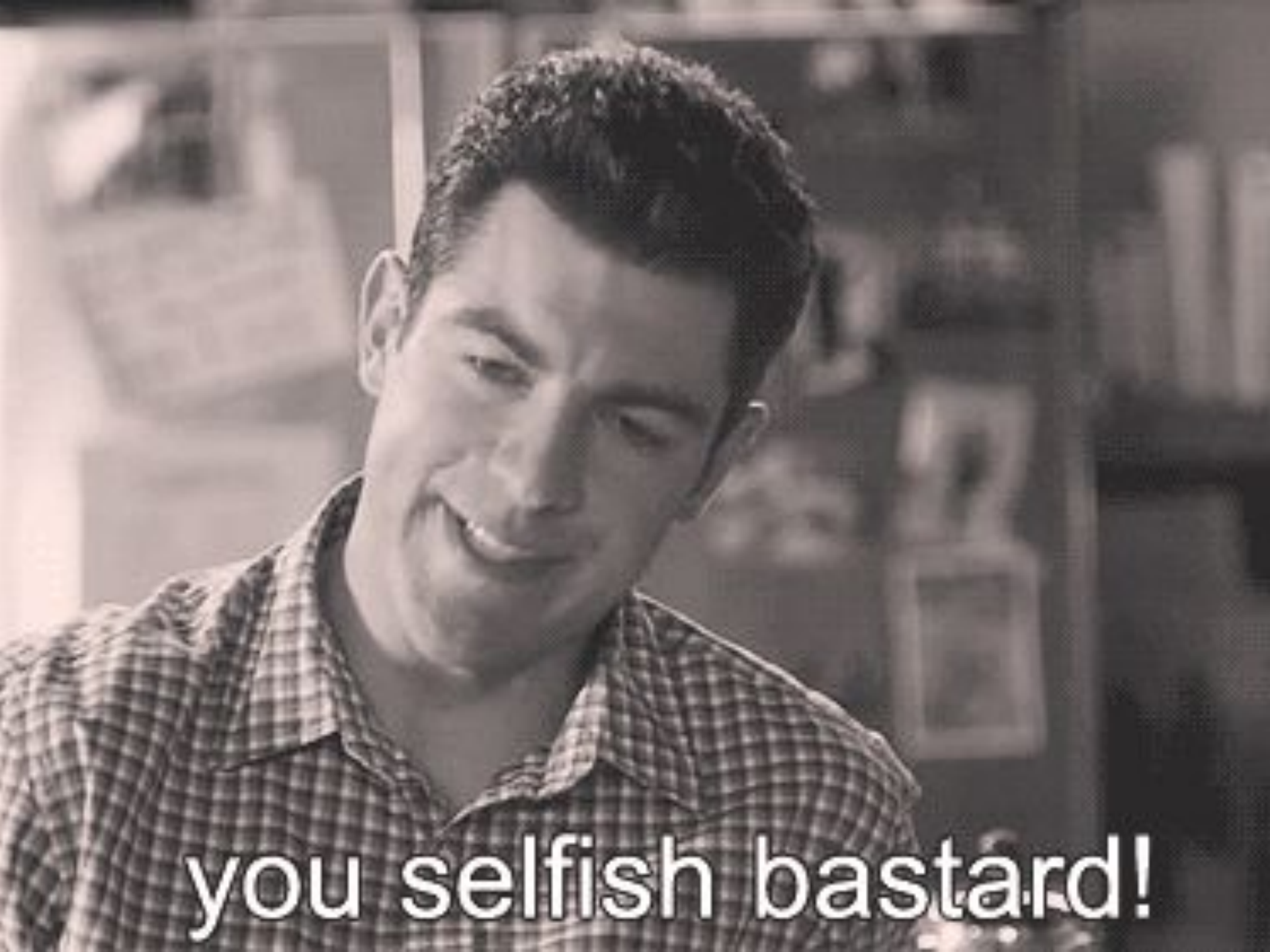
# OEM Beliefs:

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 close-up shot of Brad Pitt from the movie 'Ocean's Eleven'. He is wearing a white dress shirt and has a serious, commanding expression. He is pointing his right index finger upwards. The background is a blurred, warm-toned interior, possibly a hotel lobby or a high-rise view.

**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**



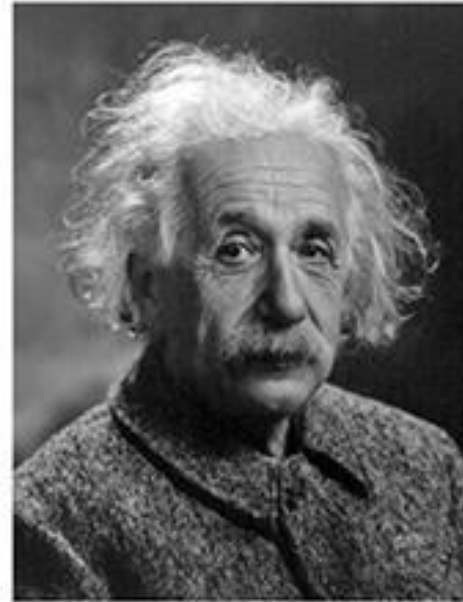
# #3

**OEMs need to embrace open app ecosystem and provide:**

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

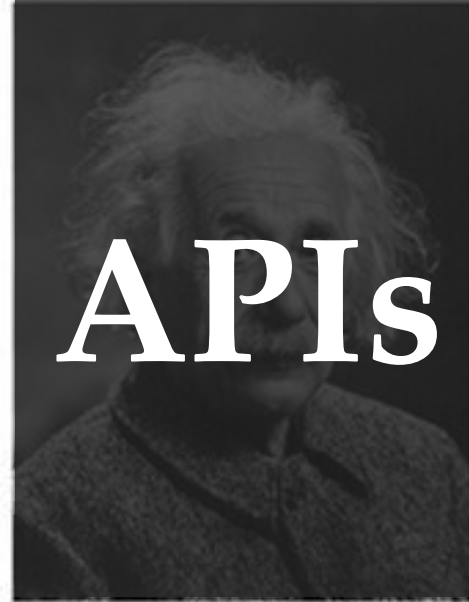
A man with short, light-colored hair, wearing a grey suit jacket, a white shirt, and a dark tie, is looking down with a serious expression. The background is dark and out of focus. The text "One More Thing..." is overlaid in white, serif font across the center of the image.

**One More Thing...**



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**JUST WAITING FOR THE BUS**

**CAUSE MY CAR GOT TOAD**