Modern Monetization

Billing and Revenue Management for
Connected and Autonomous Vehicles

ORACLE®

The lines between the technology and automotive industries are blurring at a rapid rate.

Technology companies like Intel and Samsung are investing in automotive suppliers like Mobileye and Harman, while automotive companies like Fiat Chrysler are partnering with Alphabet's Waymo (formerly Google's car project). "Auto companies need Big Tech as much as Big Tech needs auto companies," said Phil Magney of Vision Systems Intelligence. These cross-investments are resulting in many new connected vehicle possibilities and meeting ever-increasing customer expectations. And soon 5G will open a new world of possibilities with zero-latency autonomous driving and related services.

How are customer expectations changing?

Customers today expect to access the services they want, when and where they want, with a pricing model that makes sense to them. Accustomed to accessing infotainment all the time, consumers now expect a rich array of safety and other flexible offerings while they are in their vehicles, and expect a choice in pricing models. This requires auto makers to transition from simple transaction-based interactions to more complex models with ongoing interactions. As enterprises develop these deeper relationships with customers they have the opportunity to build loyalty, upsell or cross-sell services of interest, and use advanced analytics to gain deeper insights into customer preferences.

What pricing models are required for connected vehicle services?

As automotive companies embrace new connected vehicle platforms and subscriptions to vehicles as a service, new business models are table stakes. Providing digital economy services requires innovative pricing, rating, discounting and invoicing capabilities such as:

- Rating metrics like views, clicks, events or levels
- Free trials
- Bundled services like a vehicle subscription with insurance
- Loyalty points management
- Real-time balance and consumption notifications
- Discounting individual services or packages at a flat rate or based on consumption

These pricing models operate in an increasingly complex ecosystem that requires modern monetization capabilities.

The benefits that come from offering connected vehicle services include recurring revenue streams, deeper customer relationships, and more flexible business relationships.

REAL-TIME BALANCE MANAGEMENT
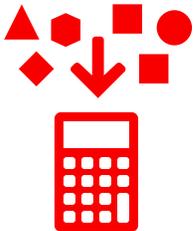
RATE ON ANY METRIC

SECURE PAYMENT PROCESSING

BUSINESS ANALYTICS

CLOUD NATIVE

Modern Monetization: Oracle Billing and Revenue Management

To monetize innovative connected vehicle services and provide a customer-centric experience, Oracle supports flexible pricing, speed to market, and self-service capabilities.

Flexibility and Agility

Bill for any currency or non-currency metric, including clicks, scans, downloads, views, events and more. Deploy recurring, one-time and consumption-based pricing in any combination to increase personalization of offerings. Create account hierarchies for family or corporate customers. Provide self-care options using intuitive user interfaces for pricing design, customer care and operations.

Easy Integrations

The solution is built with adherence to industry standards to enable applications extensions, and with pre-built integrations to other products within the Oracle portfolio and to third parties. Further extensions to external systems are achieved through SOAP and REST Web services APIs.

Hyper-Scalability and Agility

Available in a cloud native architecture, the solution scales to support massive volumes. Containerized microservices and continuous development enable agility and speed to market.

Analytical Insight

With analytical insight into operational performance trends, enterprises in the connected vehicle industry can optimize their offerings and respond rapidly to changes in market demand.

Going Digital

Oracle helps enterprises execute on their digital transformation by ensuring an efficient operational foundation for their business. This allows connected vehicle service providers to focus on launching new, consumer-centric digital services. Oracle provides the highest level of performance, flexibility, security, and scalability – a solid foundation for enterprises in the consumer-centric, digital world.

Common Use Cases

The flexibility of Oracle Monetization Cloud allows the solution to support a wide variety of use cases across industries. Here is a small sampling for connected vehicles.

Subscribe to a vehicle as a service

Join the ranks of many premium companies and offer subscriptions to use a choice of vehicles, swap frequently, and bundle services like insurance and concierge. Provide digital tools for drivers to make vehicle requests and personalize their preferences.

Infotainment

Provide services such as satellite radio, real-time traffic and weather, Wi-Fi hot spots, streamed media and more. Offer bundled services and discounts for individual services or groups of services, or for multi-vehicle customers. Provide free trials and access to premium streamed entertainment such as talk or location-based information.

Safety and Security

From roadside assistance to vehicle health checks to geo-fencing, today's technology can keep drivers and their families safe and smart. These services can be deployed in a variety of pricing models, ranging from subscription to consumption-based to one-time charges.

Smart Tolling/Parking

Use IoT-enabled connected devices to track data such as parking availability or traffic levels. Integrate tolling and parking charges into a consolidated bill.

Request a live demo and learn more at www.oracle.com/communications.

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