There will be 210 million connected cars worldwide by 2016.

ABI Research ¹

¹ https://www.abiresearch.com/press/210-million-connected-cars-by-2016/
Use Cases

With big data analytics you can accelerate execution of innovative, connected car solutions. Let’s examine some of the potential use cases.

**Increase driver safety with early warning systems**

Use big data analytics to combine historical fleet data, sensor data, and geolocation data to precompute potential risks and send early warnings to drivers. For example, an on-board app can push data-driven alerts and informed recommendations to drivers (for instance, to slow down as they approach a dangerous curve).

**Personalize car maintenance recommendations**

Use big data analytics to push personalized, data-driven car maintenance recommendations to drivers and owners. The platform can combine structured data such as car manufacturing and parts data, supplier data, historical repair data with unstructured sensor data, to understand driver behavior the impact on parts and components in the car, and patterns of failure to notify drivers about maintenance and repair needs. For example, they may need to replace brakes earlier than most drivers because sensors detect that they brake hard and frequently. Big data analytics can generate insights into car efficiency give and car designers and manufacturers insights into which parts or systems are failing earlier than expected – issues that can be addressed proactively with suppliers to avoid future problems.

**Create customer-driven infotainment services**

Cars are new venues for infotainment – for example, for streaming music and even video entertainment for passengers. Car manufacturers seeking to innovate in this area are incorporating large touch screens into car dashboards and integrating services like Spotify, Pandora and Sirius with their on-board computers. Using big data analytics, they can analyze historical usage data of these services to understand what people are actually using, detect performance and quality issues, and then use this data to inform future R&D efforts and co-innovate with partners to create differentiating, value-added infotainment services.
Align driver behavior insights with customer support services

Car sensors collect granular data on how drivers brake, drive, accelerate, stop, and more. Using big data analytics, you can analyze this data and make it available to customer support representatives so they understand how a car is used, how driver behavior aligns with customer complaints, and what to focus on during routine maintenance.

Streamline recalls and maintenance

Big data analytics makes it easy to perform the most granular data discovery to identify fault patterns and potential resolutions to problems parts and systems. This data can help auto manufacturers and parts suppliers streamline recalls or in-field problem maintenance.

Personalized Insurance

Insurers can use connected car data to better understand driver behavior, and the impact on claims, losses and policy rates to better segment policy holders according to behavior. This will allow the insurers to use real data in setting policy premiums, even as far as 1-to-1 personalization of rates and features.

Protect against unreasonable driver/owner claims

When customers have accidents and claim vehicle functionality as a contributing factor, big data analytics can help you analyze connected car data, shed light on what really happened, and help you defend against unreasonable claims. For example, if a driver claims that faulty brakes caused him to have an accident, you can analyze car data to verify they did, in fact, brake and isolate mechanical problems.
The Datameer Approach

Using Datameer, you can establish well governed, production-ready analytic processes for a wide range of connected car use cases. Use our comprehensive platform to:

- **Use the Power of Hadoop for Analysis.** Datameer harnesses Hadoop’s linear scalability, processing power and storage to quickly aggregate structured and unstructured data with no need for data pre-aggregation, reduction or simplification.

- **Rapidly explore data and discover insights.** Datameer is a self-service environment that supports the entire analytic cycle - integration, preparation, analysis, and visualization. An easy-to-use interface and on-the-fly modeling (schema-on-read) empowers business analysts to work easily and without IT assistance.

- **Run simple to complex analytics at once.** Datameer makes it vastly easier to perform any analysis from basic to more complex analytics. Now you can combine fluid data discovery with telematics, time series, graph, and other advanced analytics for deep insights in hours, rather than months.

- **Execute production-ready data pipelines.** Analytic data pipelines are well governed and automated for specific uses, capturing the results to help you feed downstream business processes and applications.

Datameer does it all. As a result, as the connected car market matures, you’re well positioned to harness car data to innovate, compete, and grow your business.

To learn more about how Datameer can help your business, please visit [www.datameer.com](http://www.datameer.com).