AppDirect

Jaguar Land Rover In-Car Infotainment Cloud Services

AppDirect is helping Jaguar Land Rover deliver a best-of-breed infotainment system by providing a range of cloud services including innovative apps and content.

Challenge

Every car manufacturer has a connected car strategy, which typically includes providing cellular connections to vehicles, advanced in-vehicle infotainment systems, navigation and telematics, and seamless smartphone connectivity and syncing.

Jaguar Land Rover is no exception. They were looking for a partner to help them create, deploy, and operate a unique set of experiences for their discerning customers. Wanting to deliver apps to the vehicle as well as send live information and entertainment feeds to the dashboard, Jaguar sought a partner to help them provide all this content from a flexible yet highly secure cloud environment. Part of delivering a cutting edge in-dash experience is also ensuring it stays that way, that's why it was important to Jaguar Land Rover to have a future-proof system, one that evolved along with the cars themselves, ensuring only the best possible experience for the lifetime of the vehicles.

Knowing that the needs of their drivers differ from country to country, Jaguar Land Rover also needed a solution that was flexible enough to provide localized content and services. For Jaguar Land Rover, they saw the connected infotainment opportunity as a chance to continue differentiating and innovating in the automotive industry.

EXECUTIVE SUMMARY

COMPANY NAME: Jaguar Land Rover

INDUSTRY: Automotive Manufacturing

LOCATION: Coventry, United Kingdom

CORPORATE HIGHLIGHTS:
› Operates in over 160 countries
› Employs over 37,000 employees globally

CHALLENGE
› Create, deploy, & operate a connected vehicle
› experience indicative of Jaguar Land Rover brand
› Deliver and update apps, live information, and entertainment feeds directly in vehicle over-the-air
› On-board content providers bringing tangible benefits and unique services to drivers

SOLUTION
› Provide and manage a catalog of innovative apps, feeds, and content for drivers to discover, download, and use
› On-boarded content partners to the Jaguar Land Rover Pivi Pro platform
› Implemented a flexible and secure cloud platform with app updating and localized content

RESULTS
› Provided a highly secure and flexible cloud environment thats scaling with Jaguar Land Rover's growing connected vehicle initiative
› Pivi Pro has gone on to garner numerous positive media and customer reviews

Solution

AppDirect was chosen as Jaguar Land Rover's cloud app service provider and was tasked with expanding the connected car experience through the provisioning of live feeds and driver-centric app management. AppDirect took its software management platform that has been deployed in many markets including smart devices and Internet of Things, and customized it to meet Jaguar Land Rover's specific needs.

AppDirect has had many years of working with content providers of news, sports, weather, and entertainment services, and so was able to re-vector those feeds and contractual agreements for Jaguar Land Rover. AppDirect also leveraged its powerful app updating solution to host, push, and manage the on-dashboard apps so that drivers always had the latest version of apps at their fingertips.

The AppDirect platform is cloud-based, giving it tremendous flexibility to be deployed worldwide, while making it extremely scalable to meet the high demands of connected Jaguars and Land Rovers at all times. AppDirect allows for the enablement of applications globally in a secure and timely manner. Most importantly, the platform is modular, with new features being rolled out on a regular basis, ensuring that the Jaguar Land Rover in-car infotainment and in-vehicle software remains relevant and compelling to users long after they have purchased their Jaguar or Land Rover vehicle.

"This is one of the most ambitious prizes we offer, dedicated to the best connected technologies we have in the industry. This year, Pivi Pro proved to be unchallenged by any of the competitor's on-board connected technology, not to mention the simplicity in operation as the driver can focus on driving. Access to 90 percent of commonly used functions from the display with a maximum of two clicks."
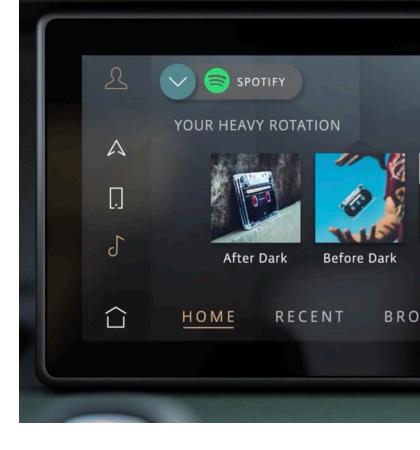
DAN VARDIE
AUTOBEST CHAIRMAN

Results

Jaguar Land Rover launched the solution as Pivi Pro in conjunction with AppDirect into several markets including North America, and the UK and China. The numerous media reviews of Pivi Pro were positive, and early adopters are enjoying the new-found infotainment options available to them. The goal is to provision highly contextually relevant content via applications, based on a driver's location, their car model/year and other key pieces of data. With this information, Jaguar Land Rover is able to offer a tailored experience to consumers, supported by AppDirect's infrastructure and technology.

Drivers can now get CNN alerts direct to their dashboard, weather information for the place they are heading to, and flight arrival and departure information while heading to the airport, among other things – and an always-updated experience in the fast moving world of apps for cars. With the release of the all-new Range Rover, the Pivi Pro now supports Amazon Alexa for all in-vehicle application control, powered by AppDirect's content management system. Customers are now enabled to manage their infotainment experience, hands-free while staying focused on the road. And that's just the beginning for Pivi Pro and the AppDirect platform.

"The New Range Rover is a superb manifestation of our vision to create the world's most desirable luxury vehicles, for the most discerning of customers. It writes the next chapter in the unique story of pioneering innovation that has been a Range Rover hallmark for more than 50 years."

THIERRY BOLLORÉ
CHIEF EXECUTIVE OFFICER,
JAGUAR LAND ROVER

ABOUT APPDIRECT

AppDirect offers a subscription commerce platform that removes the complexity of building a recurring business model. Sell any product, through any channel, on any device—as a service. Our platform opens up endless opportunities for commerce innovation, giving businesses the freedom to grow. We power millions of subscriptions worldwide for organizations like Jaguar Land Rover, Comcast, Sage, Keller Williams, ADP, and Deutsche Telekom.

Contact an AppDevices sales representative by emailing **info-appdevices@appdirect.com** or visit **www.appdirect.com/appdevices**.