

From Automotive Data to Truly Rewarding Driving Experiences



Technology will completely reshape the automotive and transportation industries over the next few decades. In just a few years, connected vehicles will become the predominant form of transportation. Drivers and passengers will come to expect the “as a service” economy to reach them in their vehicles. And they will expect to have full control over how and where their data gets used.

Otonomo offers the first neutral automotive data services platform that simply and securely paves the way for the development of new apps and services for global drivers, passengers, municipalities, and transportation companies.

The Otonomo Platform:

- **Ingests** automotive data from multiple sources, including OEMs and other data providers
- **Cleanses**, normalizes, and aggregates the data into consistent formats
- **Enriches** the data with third-party datasets
- **Enables** data providers and data consumers to meet consumers' privacy expectations and manage compliance

By transforming automotive data to match the needs of diverse app requirements, the Otonomo platform generates network effects that maximize data's value through our global Marketplace.

Putting Data to Work for Drivers

The Otonomo ecosystem supports a diverse set of apps and services with distinct data needs.

Opt-in Services

- Emergency Services & Roadside Assistance
- In-Vehicle Delivery
- On-Demand Fueling
- EV Charging
- Extended Warranty Management
- Road Usage Task
- Predictive Maintenance
- Greenwave Services
- Advertising
- Insurance
- Fleet Management

Anonymized Services

- Smart City Services
- Mapping
- Traffic
- Parking
- Hazard Identification
- Autonomous Driving
- Media Measurement
- Driving Pattern Predictions

The Circle of Value: Everybody Wins

Drivers and Passengers

- Safer, more convenient on-road experience
- Personalized services accessible while on the move
- Lowered total cost of vehicle ownership

Vehicle OEMs and Data Providers

- Value-added services to differentiate offerings
- New and recurring revenue streams
- Enhanced brand loyalty

App Service Providers and Municipalities

- Innovative services created faster and at a lower cost
- Single access point for quality data from multiple sources
- Public safety and well-being



A Neutral Platform

Few services based on automotive data can operate effectively without bringing together data from multiple automotive manufacturers (OEMs). Yet individual OEMs lack incentives to consolidate each others' data for the benefit of third-party services or their competitors' drivers. As a neutral third party, Otonomo paves the path between all OEMs and the multitude of services that can create value using automotive data. Our ecosystem partners have offerings as diverse as emergency services, roadside assistance, on-demand fueling, parking, vehicle preventive maintenance, insurance, and smart cities. Access to data from multiple sources, utilized across a range of value streams, creates a data feedback loop that benefits all ecosystem partners.

Network Effects

Building a network takes effort, because the value to all participants and incentives to participate grow exponentially as more partners engage. The nature of the automotive data ecosystem, which lacks common data formats and encompasses diverse types of data consumers, makes the power of networks particularly strong. By transforming automotive data from disparate sources into standardized forms that can be easily used by data consumers, Otonomo extracts maximum value for the network.



Enriched Automotive Data Services, Not Raw Data

Today's automotive data is difficult to analyze and use for applications because it lacks standards such as included parameters, units of measurement, or extraction protocols. Our platform uses patented technology to aggregate, cleanse, normalize, and enrich this data so that our partners can make immediate use of it in their applications.

We have built enriched datasets that incorporate relevant third-party sources and have aggregated events and metrics for key use cases, so that data consumers have 99% less work to do within their own development processes.

Speed and Agility

With a simple API to access vehicle data, Marketplace partners can quickly plug into the Otonomo platform and consistently access the data they need to run their services.

Privacy and Security by Design

The Otonomo Platform is designed to protect both driver and commercial interests, with secure data management and granular controls over what data gets shared anonymously or is associated with a vehicle. We're committed to the security, privacy, and utility of the data we work with. Our consent management module simplifies the opt-in process for drivers, OEMs, and data consumers. By proactively supporting driver rights and managing data security, Otonomo makes the data that drivers own more usable—and therefore more valuable to them.

Consent Management Hub

Automotive data—from location to fuel level to speed—is personal data that drivers own. The Otonomo Consent Management Hub makes it simple and straightforward for drivers to grant or revoke access for specific services at any time. Otonomo provides both interfaces and APIs that OEMs and other data providers can utilize to incorporate consent management into their apps. A networked architecture simplifies setup and increases scalability for data providers and mobility services, eliminating the need for thousands of costly point-to-point integrations. The Consent Management Hub also helps data providers and service providers stay in compliance with global regulations and meet drivers’ privacy expectations, even as the automotive data ecosystem grows.

Global Awards and Recognition



Supertrends Pitching Award 2018



Top 10 European Startups



“Frost & Sullivan views Otonomo as a true innovator, as the company’s car marketplace helps OEMs and service providers navigate privacy and security concerns in the development of new applications and services.”

– Frost & Sullivan

About Otonomo

Otonomo paves the way for new apps and services that make transportation safer, more convenient, and truly rewarding. We offer the first neutral automotive data services platform, which provides simple, secure data access and transforms data into actionable insights for services such as predictive maintenance, emergency services, on-demand fueling, insurance, and smart cities. With a research and development center in Herzeliya, Israel, and presence in the United States, Europe, and Japan, we have more than 75 partners in our ecosystem. Leading venture capital and strategic investors include Bessemer Venture Partners, Aptiv (Delphi Automotive), Dell Technologies Capital, Hearst Ventures, Stageone Ventures, and Maniv Mobility.

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