

2018

Digitally Dominant
Automotive

pnakata

This document (herein) is the latest update to DDA's **Foundation working document** titled ***"Automotive Industry CRM 3.0, Psychometric Foresight, OBD-II, Philanthropy & more"***, available [HERE](#).

- And subsequent updates to the above document, prior to this latest (herein) release. These include:
 - ***"ERP/CRM3 & Social Responsibility for the Automotive Industry"*** ([HERE](#)).
- NOTE1: The documents below have been rolled in the Foundation document or are available as a link from that document. They are also available at the direct links and may be more complete than the incorporated copies of those docs.
 - ***"Equity Mining Major Redesign"***, available [HERE](#).
 - ***"YOUR INTRODUCTION TO DDA'S AUTOMOTIVE PSYCHOMETRIC FORESIGHT"*** Available [HERE](#).
- NOTE2: Although this isn't my work, it is an excellent reference to one of DDA's main topics, titled ***"Psychometric Profiling: An Explanation and History"*** [HERE](#).
- NOTE3: This doc is also available [HERE](#) (docx) and [HERE](#) (pdf)

Aka...this document was formerly labeled as "Keys to the Automotive Market.txt"

DDA AUTOMOTIVE INDUSTRY SERVICES – DATA BUYERS - 20180522

Key strategy features of OBD-II and Equity Mining App, plus Consuming & Generating Invaluable Anonymous Behavior & Preference Tagged Data; & Social Responsibility. This document expands on the KEY benefits of our initiatives, and further flushes out the actionable components of the psychometric segmentation marketplace, the market players (buyers of our data) that now includes the major management consulting groups, market research groups, and content providers in addition to the automotive-industry-related companies – e.g. Insurance, DMS, CRM & 3rd party providers), and discussions on the social watchdog / governance best practices and infrastructure (trusts) that are needed to successfully support any such philanthropic/social-responsibility/social-credit initiative.

The following represents DDA's ever-evolving business & technical strategy & development challenges. In this issue, I address a number of key issues that have arisen related to our latest alternation in strategy. Author: Phillip R. Nakata, DDA.

(I) OBD-II/TELEMATICS/IFTTT, AUTO EQUITY, CONNECTED RED-CARPET SERVICES, AUTOPILOT MAINTENANCE, MARKET RESEARCH & SOCIAL RESPONSIBILITY (PHILANTHROPY) INITIATIVE:

FEATURES:

- Personalized (MyWay Services or My Dealer Services) Equity Management, Safety & Red-Carpet, Connected Car Services: incl. monitoring, remote diagnostics, automated service management & more by OEM certified, primary care dealerships,
- Generating & Consuming Invaluable Anonymous (Tagged), Behavioral & Preferences Research Data,
- Social Responsibility (environment; anonymity) and Philanthropy from Anonymous Data... supporting the original goal of OBD-II (emissions control) and worthy social causes. NOTE: We have extensive experience qualifying socially sensitive 501c3's (no violence, terror, prejudice, discrim., etc.).

➤ **The three (3) key perspectives of our ODB-II Initiative, are about:**

- (A)** The generation of private behavioral data diagnostics & Red-Carpet type services for the benefit of the consumer (scheduled preventative maintenance) to optimize equity potential, while
- (B)** Generating for sale, invaluable but 100% anonymous (and socially responsible) behavioral & preference data (that transcends beyond just in-car behavior) - e.g. augmented with GPS in addition to anonymous socio-geodemographic tagging, this becomes highly actionable, predictable data when cross-correlated with any sponsor's remarketing databases,
- (C)** To secure mass market adoption, we will convert 50% of the revenues from B above, for the philanthropic interests of the client (while the DDA service will use the other half to insure fulfillment of our equity assurance and red-carpet services for the consumer. This will also insure optimized service profits for new car sales (upselling like equity mining; excellence).

NOTE: The sales of people's Anonymous (no identity) behavioral and preference data, associated with geo-demographic, psychometric, media, time & zipcode tags, IN SUPPORT OF Social/Environmental Responsibility & Personal Philanthropy, *OBSERVING SECURITY, PRIVACY, DISCLOSURE AND OPT-OUT COMPLIANCE WITH THE GDPR*, IS MADE POSSIBLE BY OUR OBD-II INITIATIVE TO START, ALONG WITH DDA'S INTEREST TO BECOME THE WATCHDOG FOR THE SOCIALLY RESPONSIBLE USE OF PERSONAL BUT ANONYMOUS DATA FOR SOCIAL GOOD.

THIS IS CONSISTENT WITH OUR ENFORCEABLE NDA, NON-CIRCUMVENT AND DATA MONITORING AGREEMENT, WHICH DISCLOSES TO SIGNING PARTIES, EXACTLY *WHO WE SELL OUR ANONYMOUS DATA TO*, SIMILAR TO OUR NON-INVASIVE MONITORING ON THE SOCIALLY RESPONSIBLE USE OF PEOPLE'S DATA. RESPECTIVELY, WE ARE AS INTERESTED IN PROTECTING OUR INTELLECTUAL CAPITAL (WHICH IS THUS *MORE ABOUT PEOPLE'S DATA PRIVACY THAN IT IS ABOUT CODE*, ESPECIALLY AS WE ARE OPEN SOURCE DEVELOPERS, SHARING BREAKTHROUGHS WITH OUR DEVELOPER COMMUNITIES).

Following this, we will generate similar invaluable but anonymous data tagging for all website/Internet behavior, like every one of dealership's visitors will generate \$\$ for their favorite social causes, while the dealership gets direct cash revenues along with DDA (to keep the services running), while the sponsors of the anonymous data sales, get invaluable marketing insight (from highly predictive interest, to what and how to say it, where and when), and DDA monitors the use of their data as a social watchdog (similar to watching over and reporting on the 501(c)3's that we will be dealing with.

How much money will the anonymous data generate? Considering the spread of companies in the last section below, and the related data creation and watchdog services we will be implementing, we are targeting each person who openly shares all of their anonymous data with us to generate an average of \$0.25-\$0.50 per person per day (from anonymous research revenues), although that figure will continue grow from our philanthropic driven research, and DDA's social due diligence insuring delivery of the related charitable donations, along with optional charitable deductibles for users. Our objective is to reach \$2 per user per day, similar to Facebook (but for philanthropy).

How many charities will we cover? Aside from our qualification process, we will only cover ~a dozen charities within the 50 mile marketing region of any single dealership.

Latest OBD-II Initiative Updates: From creating list of factory recommended service for any vehicle (new or used), we're expanding on the functionality daily:

- While we can accurately track mileage (again the OBD-II device does not capture this), starting from the original entry with coverage thereafter (GPS triangulation), we secure that data so that only an Automatic Developer ID can change it. We will give you a 2nd admin account that you can share with the service techs at Chevrolet of Watsonville.
- We're adding a feature so that a dealership may change the factory recommended service schedule by make/model/year/trim, which will further propagate for all similar models from that dealership, under our Equity-Philanthropy service program.
- With the key functionality in final (production) testing (build-only design), Aaron should be shortly turning his attention to building out the Android and iPhone components of this app – e.g. as Cordova extension to the Drupal server code providing the integration functionality with a dealerships' service scheduling. Again, as I mentioned in an earlier paper, this app will continue to function even if the user removes the Automatic and our DDS Automated service diagnostics and scheduling app, only ceasing to function if the client removes the OBD-II 3G device.
- Because of the OBD-II development path we are on, we will likely be the first OBD-II app (talking through messaging) to be authorized to run on Android Auto and iPhone Carplay; whereas all similar apps are currently disabled when running under those two modes of operation for safety reasons (e.g. no non-OEM videos or graphics allowed).

(II) EQUITY-OPPORTUNITY FORESIGHT, MARKET RESEARCH & INTEGRATION INITIATIVE:

FEATURES:

- Psychometrics of needs, motivations & values by social-geodemographics & linguistics analysis,
- Consuming and Generating Anonymously Tagged Behavioral, Financial & Preference Research Data,
- Integration of (1) common analysis, research, scoring (size/potential), strategies, dialogs, todo's & support, (2) aligning equity mining with marketing, lead management, sales & service opportunities by (3) the potential probability of closing the sale versus the size of the opportunity AND (4) the potential based on knowing the best way to communicate between the individual salesperson and the client, respective to the client's needs, motivations, values and individual personality, optimized to the salesperson's individual personality (strengths and weaknesses)...
- Understanding the best opportunities and best individual ways to communicate them, while consuming and generating invaluable anonymous behavioral and preference research data.

➤ The three (3) key perspectives of the our original Equity Mining Initiative are about:

- (A)** The application of psychometric & financial data tagging, relationships, and automotive research to **(i)** identify the best auto sales match to the consumer's needs, motivations & values (e.g. Think research, alerts & analysis) and **(ii)** the best way to communicate these findings, based on optimizing the potential relationship between the clients' and the salesperson's personalities,
 - (B)** The application and training of these common research-based, best practice analytics, for ALL sales and opportunities - ADDRESSING the BIGGEST problems of equity mining activities currently AS (i) equity mining activities being viewed as 2nd to other sales & service day to day activities (e.g. Need better analytics for psychometric & lifestyle factors, as compared to equity, credit, interest rates and payments; examples - # of kids, home ownership, employment type, value trade-offs), (ii) training to seamlessly marry the best practices for selling a business strategy (alert) to the client's individual personality (that starts with being 100% sensitive to the clients' needs, motivations & values),
 - (C)** The on-going active generation of Anonymous Tagged Behavioral, Financial & Preference Research Data (for sale) from Equity Mining, in addition to all lead generation/management, marketing, sales and service activities (E.G. All web and media channels of every auto-related service company).
-

(III) KEYWORDS: PSYCHOMETRIC FORESIGHT/RELATIONS (NEEDS, MOTIVATIONS, VALUES & BEHAVIOR), OEM AUDIENCE RESEARCH, CONSUMPTION & GENERATION OF ANONYMOUS BEHAVIORAL & PREFERENCES DATA MARKETS, EQUITY ASSURANCE & MAINTENANCE ON AUTOPILOT, RED-CARPET SERVICES, PREVENTATIVE PRIMARY CARE DEALER, IoT - IFTTT CONNECTED-CAR SERVICES, SOCIAL RESPONSIBILITY, PHILANTHROPY & INDIVIDUAL CUSTOMER SATISFACTION.

=====

(IV) Consuming & Generating Invaluable Anonymous Behavior & Preference Tagged Data; & Social Responsibility

The common key finding in all of DDA's Marketing Initiatives for our Auto Dealership clients, as well as for the auto industry in general, is about the value of consuming and generating of Anonymous individual behavior & preferences (positive & negative filtered) data, "tagged" by Anonymous (non-identity) psychometric, media, geo-demographic, time & zip code type codes, that are cross-correlated with a sponsor's remarketing (e.g. former site or partner contact). In this way, the data generators all remain socially responsible (never providing direct contact information), and all contact by our sponsors is based on former favorable contact with a sponsor. We will also police this.

Whereas our **original markets for OBD-II anonymous data** were limited to **(1)** the *insurance* companies & **(2)** organizations like *urban and road/traffic* services (driver-location behavior data) as similar to **(3)** the research showing a consistent correlation between peoples personalities (*psychometrics*) and their choice in car styles and other features (e.g. safety, economy, performance, warranties, conveniences, popularity, etc.), along with **(4)** the effect of how *OEM auto personalities* (tag lines, motto, branding) become *adopted by happy users...* revealing that the other companies interested in this beyond #1 and #2 above includes **(5)** the **OEMs** themselves (to further validate their data), **(6)** **DMS and CRM** companies themselves (for targeting, marketing and sales), and **(7)** **3rd party automotive data** companies (ex: KBB, Edmunds, Black book, Polk, etc.).

Our interest in both **(A) consuming & generating/managing the socially responsible use** of anonymous geo-demographic, psychometric (needs, motivations, values), media and zipcode tagged behavioral and preference data - **(B) supporting** donations to user's **philanthropy & personal social responsibility**, opens up the markets for research data to include **(8) all of the major research** companies, and **(9) the largest data providers** interested in **BIG DATA** - e.g. Oracle (like BlueKai), IBM Global Business services (& Watson), Amazon, Google, Microsoft, Samsung, etc., in addition to **(10) all of the major Management Consulting** companies serving the Fortune 1000. See list in [this](#) doc for the latest list and [here](#) for contact data.

KEY BENEFITS to BUYERS of DDA'S Highly Predictable Anonymous 'Tagged' Data: In-depth but ANONYMOUS geo-demographic, psychometric & socio-psychographic profiles of BEHAVIOR and PREFERENCES (shopping, food, lifestyle, entertainment, politics, pets, sports, music and more), CROSS-CORRELATED by Anonymous psychometric, media, time and IP zip code TAGS (and birth date if possible) --- NOTE that birthdate without an specific identity is anonymous (divide the targeted population by 365). The other benefit is knowing that DDA'S sales of people's anonymous data will be to support each person's social responsibility for the environment (clean air) and/or for worthy social, community or world-wide philanthropy, that will be both open and serve a watchdog function. NOTE: In relations addressed next, we may offer to trade services in trade for research data or API data access, where the benefits we provide to consumers and the sellers of research data to DDA, far exceeds the value of their data sales. We may optionally offer them charitable tax credits in addition to the data.

KEY BENEFITS of DMS, CRM & 3rd party data providers, SELLING THEIR DATA TO DDA' services for Auto Dealerships: In partial or full exchange for your API access, we will make your data more valuable to your greater audience of both (A) the dealerships you serve (providing in-depth customer insights, detailed needs analytics & personalized strategy & coaching per client / per salesperson, and (B) the dealership's clients, showing them what is most popular by people with similar needs, motivations, values & lifestyle as them.... and it is all highly predictable (better than 80% match). At the same time, it will make the companies selling their data to us feel good knowing that DDA will be using the data they sell to us (or trade for services) will be used to support environmental and other worthy social causes. We could also give them charitable tax credits in addition to DDA data services in trade.

MARKET ADOPTION: To insure adoption by the consumer in every place where we use their data to create invaluable market research, we will create a similar payout to the consumer's philanthropic or socially responsible offering... to make the world a better place. NOTE that Aaron and I have 6+ years of experience, evaluating every facet of this Anonymous data for

philanthropy model, that we initially founded to support an overly productive, non-polluting alternative energy source (Syngas for rocket fuel) at less than the price of cheap gas (NOTE: 8 years later Syngas production is 2nd only to fracking, without ANY of the problems unless they use Fracking natural gas). For the next six years, we developed a similar but much more sophisticated version of DDA's psychometrics & preferences auto market data for charity - based on visual & audio psycho-sociolinguistics, NLP, sentiment analysis, contextual-cultural analytics, and the social media in highly socially connected countries (like Japan & Africa)... which are similar to the intersection of Facebooks DEEPText (the meaning behind context) and IBM's Personality Insights.

WHERE WE WILL START: While we will spread this model out to different industries over time, for the auto industry, we will thus start with both (1) anonymous behavioral and preferences 'tagged' data generated from users of our OBD-II Equity, Safety, Red-Carpet Connected Services & Social Responsibility program, along with (2) anonymous behavioral and preferences 'tagged' data, mapping psychometric types/tags and preferences (safety, economy, popularity, etc.) to different make/model/rating specifications generated from each of a dealership's inbound and outbound marketing activities. Respectively, this level of detail for any geographic and/or media... on buyer behavior related to tastes in politics, sports, food, pets, celebrities, philanthropy and more... and stimulus vs. response probabilities (given 3+ secondary conditions) is all invaluable to any organization with similar tagged data remarketing lists... and that is why we will need to put larger resources over time to the social watchdog functions of DDA's marketing and security.

DDA SOCIAL WATCHDOG for the CONSUMER and SOCIAL RESPONSIBILITY: It's important to emphasize that when aligning with any philanthropic objective, to establish a watchdog function (services) over (1) the disbursement and taxable allocation of such funds, along with the more important function of (2) assessing the potential non-acceptability / social prejudice of any fund (e.g. Even things like planned parenthood or mass vaccines, although we will make exceptions based on the specific program initiatives for a charitable fund), and (3) the effective disbursement of funds to the end beneficiaries of the charitable funds, although again, we will make exceptions for start-up organizations building awareness, and changing prime directives in their offerings over time.

RELATED NEWS: If you have read my earlier write-up on Aaron's work, you should now understand that he like I, thinks way ahead on any leading edge initiative, especially one involving high security. Just as a last FYI on that note, be sure to see my last working doc titled "ERP.Automotive.Industry.Services_Musings" for an explanation of other programming breakthroughs we've addressed while solving other challenges.