2018

Digitally Dominant Automotive

pnakata

Automotive Industry CRM 3.0, Psychometric Foresight, OBD-II, Philanthropy & more… introduction or addendum topics: *(like talking to Star Trek's Data)*

Telematics, IFTTT/IoT, OBD-II, Anonymous Data markets, Philanthropy, Psychometrics (DISC/OCEAN/Crystal), Linkedin, Media, OEM Research, Relationship Reports, Advanced REST integration, Artificial Intelligence, Personas/ Personality Foresight Support "as a Service", Business Intelligence, DevOps, Social, Mobile, Cloud, Security-by-Design (AI) & CRM 3.0 Research, Changes, Findings, Markets & Strategies.

1. OBD-II STRATEGY: (1) *NEW DATA MARKETS* (**Anonymous** psychometric, media, time & zip code **'Tagged'** *Data, packaged* with **behavioral & preference data** BY sponsor match request; **Next generation** data commerce)**, (2)** *OPTMIZED EQUITY ASSURANCE* **& (3)** *RED CARPET SERVICES* **FROM CERTIFIED (4) PRIMARY CARE** *DEALERSHIPS,* **BUNDLED WITH (5) PHILANTHROPY & SOCIAL RESPONSIBILITY** *(Safety, Reliability, Value, Manage Emissions for the Environment – orig. OBD mission, Worthy social causes).*

2. EQUITY MINING, LEAD GENERATION & MARKETING INTEGRATION: UNIFIED ANALYSIS. PROCESSING & SUPPORT, HIGHLY PREDICTABLE PSYCHOMETRIC FORESIGHT, EXTERNAL MARKET RESEARCH & DEEP ACTIONABLE BUSINESS INTELLIGENCE (like a crystal ball insight into each person's *predictable* needs, motivations, values & client⇔salesperson **relations**; 70-85%, **CRM 3.0** *(The Actuary's Dream).*

CONTENTS OF THIS REPORT:

1. OBD-II Connectivity & Services for Sustained Equity, Red Carpet-type Support, Anonymous behavioral data & Social Responsibility
2. Alternate but Similar Approach (Shorter, hard-hitting, to the point)
3. Psychometrics & Outbound Marketing DISCLAIMER.
4. Opportunity-Equity Mining, DISC Psychometric Foresight & Research… the new frontier of CRM 3.0
5. Getting it right the first time, by learning the mistakes of others, their vested interests, the changing environment and addressing the biggest technology challenges… from a 40 year+ business, social & technology ERP authority (actually, this is more about Aaron's breakthrough tech). **Also notes on data buyers (likely audiences) and related funding.**
6. OBD-No-Way: Automatic Is the Do-It-All Connected Diagnostic Device of the Future.
   Note: Halfway through doing the editing on #6 above, I got the brainstorm to give away 50% of the profits we will generate from anonymous, tagged behavioral & preference data (the new market currency) to the consumer's favorite charity. Note that I said profits, not revenues.

TWO (2) CORE OBJECTIVES: *Generating & Consuming Actionable Predictable Data "As A Service".*

- Establish the market for Anonymous, psychometric, media, time & zipcode "tagged" data (associated with personal behavior, preferences & philanthropy) for anonymous marketing insight associating the use of anonymous data with personal charity/ social responsibility.

- Leverage the use of psychometric tagging, support & research data to increase closure rate across the boards (2X the likelihood of matching underlying needs and motivations) – for both equity mining, lead management, marketing & support – e.g. same underlying tech insuring optimized personalize interaction and opportunity management.

- **Third? 2ND Benefits/IC:** Tackling the known problems in working POCs, we've come out w/ **breakthroughs in security, resource availability, integration, speed of development & QA.**

ERP/CRM3 & Social Responsibility for the Automotive Industry

Aka "ERP Automotive Industry Services Musings by DDA Director & Business-Architect-Authority.docx". Includes Aaron's work and *'Automatic – Do-it-All Connected Diagnostic Device of the Future'*. This is the breakthrough document establishing the business case for "Anonymous psychometric segmentation tagged data as social currency that funds the donor's (of their anonymized personal data) philanthropy"; for DDA that is about OBD-II customer data, and website/media traffic on all automotive related online companies.

ERP/CRM3 & Philanthropic Services for the Automotive Industry: where every product
is really about services.… Strategic Musing from DDA's Interim Director, a 40 year+ business, social & technology ERP Authority, Former IBM CTO.

> *"There is no question about the fact that the best service & equity assurance you can receive, is from an experienced OEM certified dealership, w/ model specific diagnostics & knowledge beyond the OEMs (undocumented IC/fixes). There should be no question from our clients when they learn why we chose Automatic as our preferred partner if they read* **THIS** *article".*

OBD-II Connectivity & Services for Sustained Equity, Red Carpet-type Support & Social Responsibility:

The objective of the OBD-II initiative, bringing the connected car experience to the general market, should be focused on convenience, red carpet services, IFTTT (connected lifestyle), safety (remote diagnostics & monitoring), performance and most notably, **preventative maintenance** & **sustained vehicle equity**, by their primary care dealership, along with **an on-going donation to your favorite charity** (what you say?).… where the small, on-going service cost (or pre-paid multi-year plan) is peanuts compared to the Fletcher-Jones-type service you get when you really need it (e.g. pickup + model loaner), or more regular services like warranty checkups done while you are at work (e.g. pickup and return w/opt. new loaner), where your entire car experience can be handled from your iPhone or Android phone. And perhaps, if not for most, the best thing is in knowing that along with creating a significant benefit for yourself, you have created an on-going support for something or someone you really care about… just making the world a better place.

- The biggest opportunities of the connected car market are to use the vast sources of behavioral data to provide **(1)** personalization, **(2)** IFTTT connectivity (from home devices, to **(3)** business doc, email/SMS), remote car services (above), AND **(4)** the **biggest** new source of **highly predictive, anonymous, behavioral, preference & GPS "tagged" data**… for the markets: Insurance companies, to the largest information providers (ex: Oracle, IBM, Amazon, MS, Google), to mgmt. consulting, to market research, to programmatic/RTB content services (e.g. DoubleClick), to social causes' **remarketing** & more (like DMS, CRM & 3rd Party Auto data).

  - These companies don't care if the information is anonymous (e.g. no personal identifying information like a name, exact address, email or phone number), as their databases are so large and broad, cross-categorized by exact zip code and media/device type (IP tracking), that with 80%+ accuracy, that they can cross-correlate anonymous data with their existing profiles on remarketing data, and thus come up with a non-anonymous contact method, that's now associated with formerly anonymous data by a high probability…. E.g. Anonymous behavioral & preference data is the new market currency.

  - DDA's OBD-II initiative effectively addresses similar security concerns to use anonymous driver data as a **corporate & philanthropic revenue source** (e.g. no identity, driver behavior & preference data) to fund its services and supply 50% of our profits to the client's favorite social 501(c)3 charity. In other words, we (DDA) protect people identity (the ability to be direct marketed to) while generating research revenues (that we give half of profits to the user' charity; half to maintain the service) by making GPS, behavioral and preference data that's anonymous (e.g. no specific identity) but commonly tagged by psychometric type (1/16), media types, time & zip code. Similar to our policies regarding social sharing IFTTT applets, we support but cannot insure privacy if the client elects to share private information outside of our secure & managed services.

  - Thus, DDA OBD-II Initiative will be focused on the KEY benefits of preventative maintenance, optimized equity assurance, anonymous (tagged) research (traffic, pollution, insurance, marketing socio-demographics), safety, security, privacy and philanthropy – social responsibility. **With this value proposition backed by personal philanthropy, what users wouldn't want to take this offer, over any of our competition? Also align OBD-II w/ social responsibility; the original purpose of OBD???**

- In order to do this in compliance with the impending GDPR requirements for business collecting and selling people data (albeit anonymous), requires a full disclosure of usage, benefits, and guarantee of security (anonymous privacy)… along with the default option "to be forgotten" (e.g. no additional data collected except standard IP for web server logs). And while this is not that difficult a hurdle to overcome (just review the leaders like VinLi or from the most of competitors in the Automatic.com competitor report we have linked to our main presentation documentation); we are able to consult as we have studied this extensively.

- While there are many factors related to a vehicle's equity value and operational costs, which are beyond our control, including the brand, style, color, drive train, geography, local markets, etc., we recognized that the biggest financial factors we could control were the client's mileage, on-going operational costs, and most of all their equity, from the combination of automated service scheduling (bringing the car to excellent condition on a routine), on-going monitoring of the vehicle (and 24X7 response) associated with preventative maintenance from their primary care certified dealership, and the **meticulous** record keeping associated with the 24X7 monitoring and services (along with the acceptance of factory recommended updates and parts).

  - On the other hand, from a day to day perspective, it's about everything from the convenience of "Red Carpet-like" services, to emergency support services for an accident, or the car not starting, or for a low battery, flat tire, or you are just lost, and your cell phone doesn't work. Our services will cover all these scenarios and more.

  - Who, except the most expensive auto dealerships today, can offer this type of service? **Now, every dealership can.**

  - There are a lot of ways to promote the "connected car" concept, but the best way for dealerships to take advantage of this market (to sell metal) is to package it with red carpet dealership services as equity assurance (worth real $$)… now packaged with philanthropy…. (nice, eh?).

o The best news: coaching on how to best communicate with each client based on their individual personality.

Frankly, the initiative to promote OBD-II capabilities **in support of selling new cars**, has been one of the most challenging propositions I have ever addressed from the perspectives that **(1)** this is the a major proposition being offered by the majority of OEMs, attempting to build a more direct relationship with new car buyers (OEM vs. Dealership loyalty) as the doctor versus the expert, and **(2)** the technology temptation to build-out the extensive capabilities of OBD-II connected car experience, associated in large part with integrating all IoT devices and interfaces(the majority being social), which is also the focus of both OEM and competitive service vendors, and **(3)** for both cases #1 & #2, our initiative has neither the IC or funding to effectively compete head to head with either of these initiatives.

By contrast, combining the focus above that: **(A)** highlights equity value, associated with **(B)** preventative maintenance, **(C)** ongoing diagnostics/monitoring and **(D)** automated scheduling with **(E)** a primary care certified dealership, in combination with **(F)** leveraging the value of anonymous driver data, is the winning angle for our value proposition – **to support new car sales for dealership, further levering psychometrics.**

NOTE: A complete review of DDA's strategy, research, development & deployment documentation can be found **HERE** (encrypted). To review this document, complete the NDA located **HERE**, and submit it to **THIS** email address and I will send you the decryption key. Including the main document first referenced (at 63+ pages), the total set of links docs is over 150 pages.

We are Open Source Developers who actively contribute to the common tool code set for the advancement of best practices & more. See the last page of this document ("Getting it right") for an introduction to our latest contribution addressing API complexities.

Alternate but Similar Approach:

Think (1) preventative remote maintenance monitor, **optimized auto equity* assurance**, **cleaning the environment** (the <u>original purpose</u> of OBD), an ever-growing **connected car** experience **(IFTTT)**, **red carpet-type services** (your way), **economy,** reliability, **peak** performance, **emergency** support, **streaming apps**, a personalized **smart** digital assistant, ultra-**convenience** (phone based) and **security-privacy** from your **primary care dealership..**.

Along with **(2) on-going DONATIONS to your favorite 501(C)3 charity = The DDA OBD2 Initiative.**

DDA - We are the Champions of **Consumer** Auto-Brand Equity **Protection**, psychometric research & apps (temperament; needs; motivations; values; preferences; habits; relationships; trust), ERP automotive technologies, IoT, Business Strategy, Digital Interactive Marketing, Mobile-Cloud, Security and the **socially responsible use of anonymous** (tagged), actionable behavioral **research data, supporting consumer charity. We are the game changers for responsible data driven social change.**

- Want to sweeten the deal? Let's give the consumer the tax credits for those donations (only if they ask). We could further hold contests for people and groups based on the value they generated (good citizen awards), or establish social credit.

And on the larger consumer front, why shouldn't we promote to state governments for the opt-in reporting of standard OBD2 diagnostics to reduce the emissions testing and licensing overhead costs, creating a new standard of emissions reduction management, and at the same time generate invaluable data for the improvement of efficient public services (roads, smart roads, urban planning), along with city & community funding of 501(c)3 social, non-terrorist programs.

- In the wake of the connected car experience, has everyone forgotten that the original purpose of the OBD standards was to control emissions and clean up the air? (Clean Air Act 1990 that required the OBD-II standard by 1996?). Respectfully, shouldn't the first purpose till now have been focused on social responsibility? I think the question got muddled/distorted when it became a mandatory vs. optional question, as such action will run afoul of Fourth Amendment issues over rights of privacy and protection from government search and seizure. Given the current political climate, such drastic changes seem unlikely or is that still true? A good reference is http://www.autotap.com/techlibrary/obdii_past_present_future.asp

Psychometrics & Outbound Marketing:

DDA DISCLAIMER: Our outbound marketing is predictive relationship based remarketing - we cross-correlate **(1)** our multi-media remarketing lists and our marketing service partners' remarketing lists (e.g. With whom you've had positive contact in the past), with **(2)** anonymous psychometric, media, and zip code tagged data of behavior & preferences (positive and negative), to indicate predictable interest patterns based on predictable needs and motivations analysis. Based on DEEP data analytics, it isn't always a perfect match, but spam is managed by enforcement of intelligent, selective range and exception filtering. Thus, if this is something very negative to you, we'd like to know why, and will gladly make a small donation to your favorite 501(c)3 charity if our analytics made such a very bad prediction. Our analytics have gauged that you have an 80% or better likelihood of finding the material at least interesting, if not fulfilling to your individual needs and/or motivations.

Opportunity-Equity Mining, DISC Psychometric Foresight & Research: The markets, psychometric foresight, and resulting benefits for the auto equity marketing market-space (now influenced by CRM 3.0), hereto focused on the equity of a trade-in from a dealership's existing customer base, respective to a new (or upgraded used) car purchase at better terms (interest rates & payments), <u>take on a whole new perspective</u>…. WHEN you consider the significant number of NEW car buyers who have a potential trade-in… OR have someone else in their household looking for an upgrade with a trade-in.

- Inspired by similar, general leading edge thinking on this forefront (Automastermind), and starting from our concurrent work in the OBD-II marketplace, we looked at **(a) auto insurance data** (qualifiers) of key **social demographics** they profile, e.g. the auto brand and mileage data they collect most associated with zip codes and behavioral monitoring. Not surprisingly, **qualifiers like (b)** number of children and their ages, **(c)** home ownership and **(d)** credit status, have a direct potential for car dealership sales.

- In addition to the DDA auto preferences data (above) we will secure, add the significant amount of **(e) OEM user research** and **OEM personality** branding, to the **(f) DISC Foresight Services** we will provide that will generate uncanny accuracy to understanding the best way to communicate with every client, addressing their **individual needs and motivations**, by understanding the personality of the client, their preference, the salesperson's personality and their relationship.

The keys to securing this market are to implement services with the following characteristics:

⇨ **Audience:** Double or more the existing marketplace by data mining both new sales and classical equity mining; applying additional psychometrics to financial & lifestyle data (client needs & motivations).

⇨ **Filtering/Qualification/Salesperson:** With so many qualifiers that fall outside of standards of classical equity mining (e.g. client financial data, vehicle1 data, vehicle2 data, interest rates, payment prediction) like Insurance, OEM research & DISC hereto mentioned, we will develop **filtering and built-in, interactive training** that **maps the most potential opportunities** (from all qualifiers, similar to the work of insurance actuaries), **to the individual** salesperson's abilities and schedules.

⇨ **Personalization of Communications & Opportunity:** Merge the Client personality profile & opportunity analytics to present the best opportunity scenario to the client (based on their needs & motivations) – knowing both **what** to say and **what not** to say with each client – e.g. the mixed reaction to telling about a movie star who bought that same model.

⇨ **Common Personalized Strategic Approach:** By adopting this approach, this will assuredly optimize the returns from classical equity marketing initiatives, as **the PRIMARY reason that they are not optimized** is that such initiatives are often viewed as secondary to day to day operations imperatives, which is in conflict with the fact that the majority of buyers today are spending significant time, primarily on-line before making a purchase, and the chances of making a sale are much higher with properly qualified clients than with new buyers for which the dealership has had no prior contact. On the other hand, that all changes radically when you can effectively profile people's needs and motivations, albeit anonymously (e.g. from predictable data – from just knowing for example, what car they have as a trade-in, and then just determining, in person, by email, on the phone, or from clever website inter-actives … whether they are assertive or reserved, and whether they are task or people-oriented … along with the make/model, and concerns like safety, mileage, style, performance, reliability/warranties and included services.

   - In almost every case, while these programs can identify the opportunity (what to sell), the ability to close on that opportunity is directly related to knowing exactly "how to say it". Similarly, armed with the same tools and data, it only all works if the salesperson knows how to best communicate with each client or co-worker, based on knowing each client's personality, along with knowing how to manage the relationship, based on a clear understanding of their own (the salesperson's) personality, based in large part on following simple "Do's and Don'ts" while seamlessly integrating the opportunity that best addresses the client's needs and motivations.

It is not the intention of this strategic assessment & planning, to develop a "me-too" clone of any competitive equity mining offering, as we have already observed that the current services often create more prospective opportunities than most dealerships can currently serve, considering the OEM pressure to sell new cars, that illogically promotes the most attention to externally promoted new car sales (albeit the reality that the sales cycle is longer, due the availability of information), in the light of knowing that most dealership profits come from service than from new sales. **Respectfully, we have nothing but praise** for the on-going evolutionary advancement of this technology.

⇨ By contrast, we are merely advancing the industry in light of the CRM 3.0 movement in the automotive industry, and its' association with psychometrics, validation of those characteristics from selective profiling data, that defines each individual's differing needs and motivations, associated with the individual's credit status (as most sales are not cash), and the abundance of OEM user lifestyle research and auto personalization branding (which happy users subconsciously integrate into their personality, or rather they can't help but to do so, at the market's current rate of promotion – e.g. > 3,000 ads/day/person).

⇨ What's obvious if you study our research is that **our 3 services will at least double each dealership's returns & profits.**

Getting it right the first time, by learning the mistakes of others, their vested interests, and addressing the biggest technology challenges:

One of the most valuable lessons I learned at IBM was that the first in a market space is rarely, if ever, the big market winner, as before there are real market competitors for that space, the majority has not adopted the new technology. The odd part is that for the first few competitors in a new market space, the competition doesn't come at a loss for the others but rather everyone benefits as the market shifts from risky innovator clients to the main targets of those offerings.

For both of the initiatives addressed prior (OBD-II and the Psychometrically driven Opportunity-Equity Mining), Aaron and I did **extensive research on (1) The automotive industry** from **(a)** the OEM, **(b)** the Dealership, and **(c)** the associated services points of view – e.g. their strategies, in comparison with **(2) the vested and secondary interests** (business & technical relationships) each of these entities have with each other and their other strategic business relations, **(3) the adoption, wins and losses** of these competitive initiatives (e.g. how effective they have been in getting their auto and service personalities adopted, **(4) the technologies and the related challenges**, **(5) Current or near future business, social and technology changes**, affecting polices, compliances, licensing and disclosure requirements, and **(6) our ability to effectively address these markets** (in light of the above items) given **(a)** our (DDA's) related IC (business, social, technical) in ERP and the auto industry, and **(b)** the ability to acquire effective additional programming resources, on **(c)** a respectively limited budget.

From this research (that never really ends), we simultaneously develop both **(A)** a set of strategies, based on competitive and behavioral research that will allow us to compete, achieve adoption, and position our offering to not directly compete with any competitors apparent vested interests – although the surprises to us come only when we have not done sufficient research to understand exactly what are the needs and motivations of that competitor, and **(B)** a POC (Proof of Concept) initiative to address the biggest common technical challenges of our multiple initiatives. And that was based on a mentality - approach where we try to understand everything, e.g. any competitive movement or offering…. The biggest often being temporary 'fads' that never last.

After spending literally hundreds of hours exploring the depths of the technologies involved, mainly in reviewing developer dialogs as compared to just their published APIs, aligned with both industry specific and computing technologies, and considering the plethora of very capable resources Drupal 7 site builder resources that could be brought to bear (as compared to capabilities of Drupal Enterprise version 8, which requires rethinking from the up scaled and rewritten Drupal core), Aaron successfully identified that the most productive use of his time would be to build and improve upon the facilities of Drupal 8, that will allow Drupal 7 programmers (mainly site builders vs. object pattern & security programmers) to rapid build and test services from highly detailed UML diagrams. Specifically, this addresses the complexities of today's REST and SOAP interfaces, burdened by extensive security protocols, as well as paving the way to also interface with RPC submissions and responses, which are the foundations of both legacy based DB initiatives, as well as notably, the underlying foundations of the major cloud services.

At present, Aaron is still heads down, testing his development in preparation for being able to shortly demonstrate its functionality that grows daily, starting from extracting Edmunds data on each make and model's factory recommended service – that is more than just supplying the schedule, but how the on-going monitoring is tied into the respective multiple secondary warranties, so the end result is the automated service scheduling based on actual usage versus estimated usage per time. Now, supported by his developer's license with Automatic, he has found that his little coding project is also allowing him to escalate integration with that device in my car, to build the range of related service offerings.

From a bigger perspective, Aaron's work, in combination with the more available (and more economical) Drupal 7 resources, that also includes Cordova (providing migration to iPhone and Android form factors), along with integration into the social media, will allow us to further reduce the time and costs of development by at least 50% across the board (development, testing, maintenance and upgrades). Respectively, the potential use of Aaron's breakthrough tech, is far reaching beyond just its application for the automotive industry. For example, another long-term market developer associate for the healthcare industry, addressing the needs to create an effective middleware for integrating the many electronic healthcare record systems (in the USA to start) is currently propositioning this tech (RPC based) in a series of major proposals.

As one of the original evangelists for the Open Source industry, addressing the value proposition similar to IBM's Redbooks (e.g. Freely exposing to IBM customers, their proven best practices and programming secrets as shared IC), it is our intention to release the foundation programming Aaron has developed, albeit 'cleansed' from proprietary client identification and/or branding (trademarks, etc.) in as much as the client may own proprietary labels to fields and the data for those fields, but the underlying system design is licensed by the developer. Respectively, based on the proven patterns of success in the Open Source community, we know that the customers, who wish to avoid the most risks, will always come to the original source of new thinking or technology, as compared to reinventing the wheel.

An idea has little value if it doesn't get implemented, and thus we are not concerned if other developers learn from us and are willing to recognize and can monetize the value we create for them, based on the number of times our codes (patterns) are implemented and paid for by their clients, unless the initiative is philanthropic, and for those initiatives we expect nothing in return except for recognition of our contribution. On the other hand, please review our very in-depth and enforceable NDA.

More on Aaron's Development:

Evolution; Breakthroughs: What started as an API interpreter evolved into a build-only generator, treating each thing we want to do in the OBD2 app (and more soon), as a commerce function (of Drupal) with the strengths of content management engine that safely manages code for innocuous injections - e.g. the other side of hacking - either in the server or in loose backdoors in the forms. Serves as middleware like service to REST & SOAP, easily updated for RPC; Drupal 8 functionality under 7, and more.

OBD-II working: The test sample of code Aaron is finishing focuses on the main generation of the system. Test case: initiation of an account (setting mileage) for a vehicles with 80-120,00 miles)... search for vehicles factory recommended schedule and establish a service order request with itemized components from warranty as line items on the service appointment request. For a new car, nothing would come up but at any time (especially on the first trigger), the next service scheduling is now available also to the dealership. Furthermore, the real value is the triggers around all this that are easy to set from their dev kit.

Features: Considering that Aaron's whole approach represents something more significant, when you understand that he has created a cookie-cutter (pun but true) way to build out apps easier that are more secure and scalable (and easier to manage), while being fully compliant with the GDPR (e.g. Storing only private information, like GPS, only when needed). Thinking down the future of data for the cloud we have also made that integration easier with legacy data and protocols, and/or other ways of analyzing the data (examples: pivot tables, data cubes, large cross-correlations).

Commerce: It is noteworthy to mention that Aaron and my background working together **started in OSCommerce** (the world's largest and broadest Open Source Commerce software), **prior to becoming Drupal Architects and developers.** The **founders of OSCommerce went on to found Magento,** albeit as a pure object-oriented service (our bigger specialty) and today a leading market winner. Respectfully, seeing not just our OBD-II project, but **all of DDA's services** in general, we will deliver the documentation and **scheduling for those services as an on-going series of e-commerce like transactions** where the details of that important data becomes the Intellectual Capital of the Consumer and their Primary Care dealership.

Double Redirects for Workflow: Of latest, Aaron managed to use double-redirects (a core content management feature), to enable workflow from our basic commerce and content management integration.

OBD-II Update:

Technical: Once we register the client for our service, if the client accidentally delete the Automatic App, as long as the device is not unplugged, it will continue to do what we are programming the unit to do. We've also made the integration seamless with Automatic's registration for multi-vehicles under one account. And that is because we are not changing anything in their app administration but rather in most cases, doing analytics on the live, on-going feeds generated from each unit to the central Automatic servers managing each unit's transmissions... that includes additional sensors data we may request.

What is next? Securing future data markets for our anonymous data. While it starts with **(1) insurance** companies, and **(2) the biggest data / marketing companies** like Oracle **(BlueKai?)** and IBM, it also includes **(3) all the largest consulting** companies (who practically all are in the BIG DATA space: **PWC, Deloitte, KPMG, Accenture, Boston Consulting Group (BCG), Booz Allen Hamilton, McKinsey, Bain & Company, IBM Global Business Services** and/or Watson), **(4)** market research (anything consumer auto related) as well as **(5) all the largest data players… Amazon, Microsoft, Google, etc**, and then with **(6) the largest programmatic (RTB) advertising content providers**. They should all love our play for 2 main reasons: **(a)** Being based on well **known, highly predictable data that is anonymous but easily correlated** by our anonymous (no specific identity) tags, (psychometrics/consumer-insight, geo-demographic, media and time) associated with zip codes…. Associated with anonymous behavioral and preferences data *(that big data & programmatic services re-correlates with their remarketing lists)* and **(b)** because we are **associating the data with charity / social responsibility** that make us look good selling the anonymous data and for the companies, buying the use of our socially-responsible use of people's data (actionable research data).

- We need to further approach **(7) the largest social charities** (to secure their support and interest to be included on the list of charities for each area although we can contribute to any open 501(c)3. We should further be looking into becoming a 501(c)3 ourselves, and/or at least establishing a charitable trust as a holding/staging for donations disbursal.

FUNDING: (Note: Today's Sources in Red)

In addition to opening funding potential from the potential buyer sources **above**, and the charities, in addition to **(8) the major DMS and Automotive CRM providers**, and **(9) the associated 3rd party external data providers** (e.g. from Edmunds, to KBB to Polk **and Cox. Based on our unique position and strategy, we should now be interesting to all parties. We've just refocused the value of data and benefits we generate from social media as well as the value from the OBD-II device, based on each consumer's individuality character, needs, motivations, values, etc. that goes beyond just ….**

OBD-No-Way: Automatic Is the Do-It-All Connected Diagnostic Device of the Future

FEBRUARY 28, 2014 AT 4:33 PM BY ALEXANDER STOKLOSA

EDITS IN RED, BY PHILLIP ROWLAND NAKATA 20180518

It was only a matter of time before someone thought of something productive to do with cars' OBD-II diagnostics ports, and Automatic has a pretty worthwhile new piece of hardware and a corresponding app. While similar to Delphi's connected diagnostics dongle, Automatic's piece takes things a step further with a slick user interface and a **gaggle of potential features waiting to be unlocked by third parties** (like Digitally Dominant Automotive).

Simply plug the Automatic dongle into your OBD-II port (most 1996-and-later models are compatible), and let the Bluetooth low-energy connection to your Automatic app–equipped phone do the rest. Via the app, drivers can keep track of their driving habits, run vehicle diagnostics (or have notifications sent automatically when something's amiss), and even tap into location data to find their car in a parking lot.

But **the real potential**, as _Wired_ first reported, is in Automatic's recent addition of IFTTT (if this, then that) internet protocols, which really **opens up a world of previously unimaginable connected-car possibilities.**

IFTTT is a service that, as Automatic puts it, **"lets you create powerful connections between triggers and actions on the internet."** For example, this allows users to set up cloud-based actions tripped by location-specific vehicle moves (geo-fencing), sending your **better half a message** when you are **leaving work**, auto **scheduling** service, telling **housemates** when you are at the store, turning up the **thermostat** or AC 20 minutes before you arrive home from work, ensuring your house is **locked** up before you drive to work, **logging** your business trips, **coordinating events** between friends, alerting you of a house or business **alarm**, turning down the thermostat when you go to work, knowing where **your kids are**, letting friends know when you are home, turning the car on or off, completing a trip, and more…. Like getting directions, finding/booking hotels and food.

Since this wonderful article was published in 2014, Automatic has defined 2 lines, lite and pro, with the additional features of **unlimited 3G syncing (no phone needed),** Crash Alert, Parking Tracking, Live Vehicle Tracking, IFTTT (now standard), and streaming apps.

The biggest single financial value of an OBD-II service:

There is no question that the **best service & equity assurance** you can receive, is **from your experienced OEM certified dealership**, w/ model specific diagnostics & knowledge beyond their OEMs (undocumented IC/fixes), and that is what we've founded our services upon. Respectively, there should be no question from our clients why we chose Automatic as our preferred partner if they read this article (herein sans blue) from _Car & Driver_ magazine.

Thus, while DDA's value proposition is _founded_ on **(1)** preventative maintenance & sustained vehicle equity (a value proposition worth $$ thousands), by a clients' primary care dealership, with _secondary benefits_ of **(2)** convenience, red carpet services, IFTTT (connected lifestyle), safety (remote diagnostics & monitoring), performance & more… _We will supply on-going development and support for_ **(3)** IFTTT implementations that extend the car's connectivity to **(A)** the broader range of IoT/sensor devices (ex: health monitors, so you don't fall asleep, backup monitors, all Smart devices, Alerts) and (B) media types (office, evernote, messages, social, _avatars_). **Note: IoT experience since 2000**.

Strategic Caution!! Digitally Dominant Automotive (DDA) has strategically decided **NOT to include IFTTT** integration applications that **share data socially** (e.g. beyond the app owner**), as main service offerings**, but rather provide facilities so that users may elect to implement them by non-default choice. The reason is that these applets potentially threaten privacy and election of their use needs to be a conscious decision (not an assumption) – e.g. we will not assume that all users want these features. DDA's OBD-II initiative effectively addresses similar security concerns to use **anonymous** driver data as a corporate & philanthropic revenue source (e.g. no identity, driver behavior & preference data) to fund its services and supply 50% of profits from anonymous tagged research data to the client's favorite social 501(c)3 charity.

In other words, we (DDA) protect people identity (ability to be direct marketed to) while generating research revenues (that we give half of profits from anonymous tagged research data to your charity; half for maintain the service) by making GPS, behavioral and preference data that's anonymous (e.g. no specific identity) but commonly tagged by psychometric type (1/16), media types, time and zip code. Similar to our policies regarding social sharing IFTTT applets, we support but cannot insure privacy if the client elects to share private information.