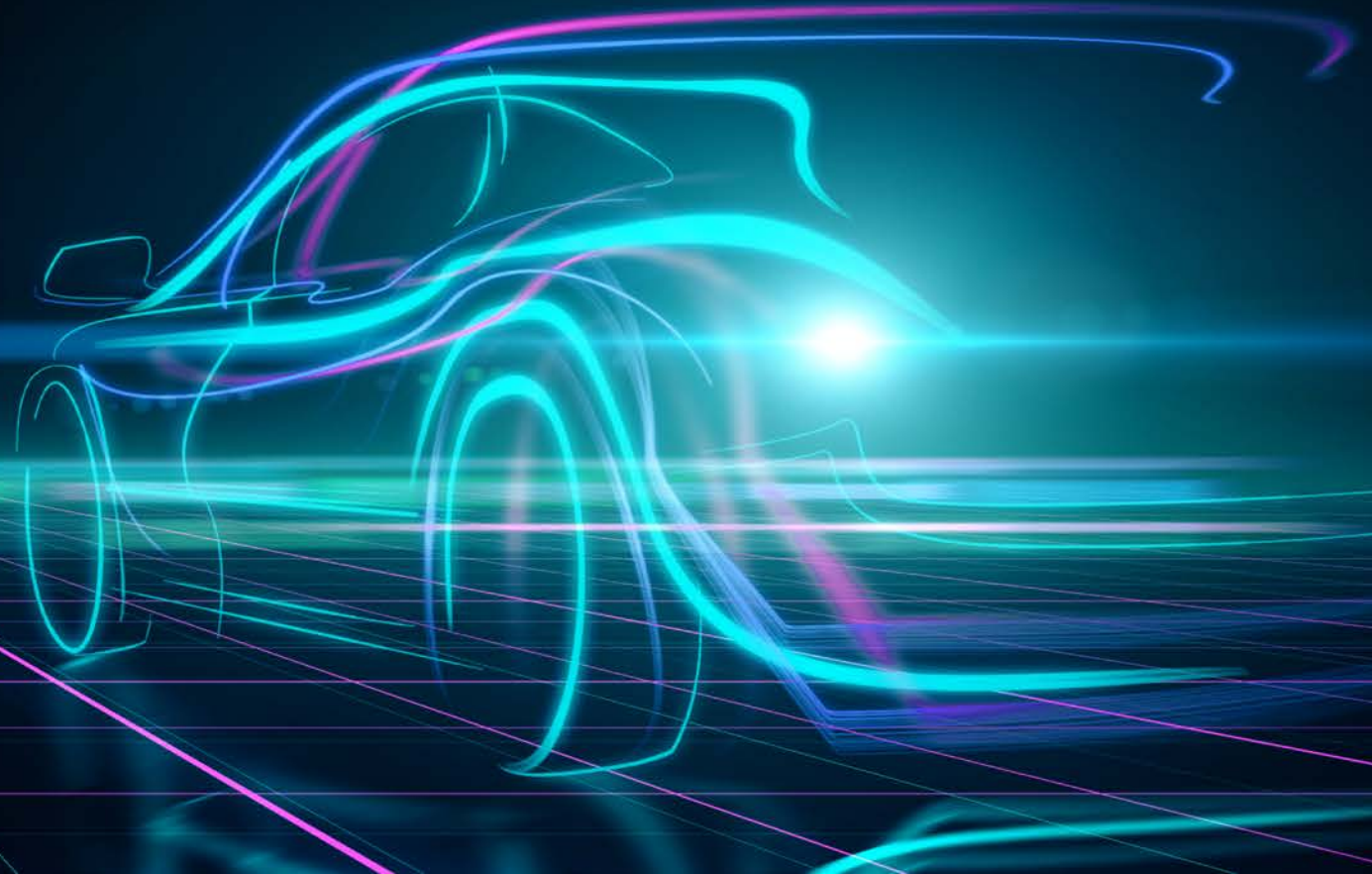


The role of the traditional telecom providers in the digital transformation of the automotive industry



How digital transformation has revolutionized the automotive industry

By 2020, growing digitalization and advancements in technology will have increased the automotive industry investments to \$82 billion.



The automotive industry has learned quickly that they must meet consumer demands for a digitally enhanced experience when they are researching, purchasing and operating a car. These are the trends currently transforming the automotive industry.

Top digital transformation trends

**AUTONOMOUS
VEHICLES**

ELECTRIC CARS

**CARS GET
SMARTER**

**CONNECTED
CARS**

**PREDICTIVE
CARS**

**AUGMENTED
REALITY
EVERYWHERE**

**EVEN MORE IOT &
CLOUD**



VIVACOM IoT areas of expertise

Mobility

Energy

Environment

Safety

Management

VIVACOM provides the foundation for various IoT solutions

Variable-
message
sign Traffic
Signs

Traffic
Monitoring
Module

Urban
Transport
Module

Traffic
Control
Module

Accident and
Closure
Module

Parking
Module
Emergency
Service
Module

Vehicle
Management
Module

Traffic
Monitoring
Module

VIVAFLEET car solution

Since 2012 VIVACOM in partnership with VIASAT Technology has been providing fleet management service

More than 20.000 cars

Among TOP 3 GPS providers in Bulgaria



VIVAFLEET costumers rely on:

High-end car management solution while saving significant operation cost

True high quality installed devices

Very suitable for SME segment

Enterprise solutions