

The Sigma logo is displayed in a bold, orange, sans-serif font. It is positioned in the upper right quadrant of the image, to the left of a vertical orange line. The background of the entire slide is a dark, high-contrast photograph of a car's interior, showing the driver's seat and the center console. The seats are upholstered in a dark grey or black material with a quilted pattern, and the side panels and lower backrests are accented with a vibrant orange color. The lighting is dramatic, highlighting the textures of the leather and the stitching of the seats.

SIGMA

Next Done Now.™

Sigma for Connected Car

Creating, selling and
delivering services for
the intelligent vehicle

Tomorrow's cars will exploit advanced technology and responsive wireless networks to create a totally new driving experience. Everything from entertainment and guidance systems, to safety, security and payments will come from the cloud – across super-fast, low-latency 5G technology.

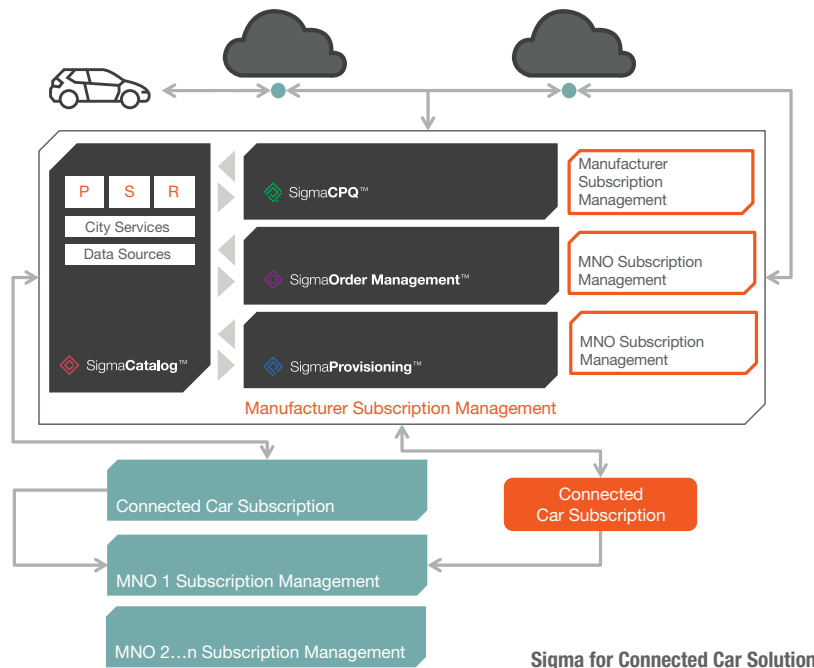
The automotive business will be less about the vehicle and more about the services that surround it – enhancing and even replacing the various functions that comprise 'driving' as we currently understand it.

Sigma for Connected Car

Sigma for Connected Car brings order and coherence to a complex marketplace, allowing vehicle manufacturers and other service providers in the connected car space to accurately specify and logically structure their propositions, linking commercial elements – including pricing and promotion – with technical enablers to support both sales and delivery.

Sigma Catalog acts as a hub for product, service and resource data, maintaining and exposing the relationships between products, services and their component parts. The product set is defined 'once only', but then accessed by multiple business functions and users, reducing the potential for delivery failure, unhappy customers and costly remedial work. Flexible product rules ensure that non-viable products and services are never offered or delivered to the customer.

Sigma for Connected Car supports comprehensive product lifecycle management (PLM) and workflow – guiding not just the development of products and services but also, through **Sigma Order Management** and **Sigma Provisioning**, their provisioning, activation and status monitoring. It also allows products and capabilities provided by partners to be federated into a single integrated product catalog – a 'single point of truth' for the product set that allows efficient product management.



Sigma for Connected Car Solution

Benefits

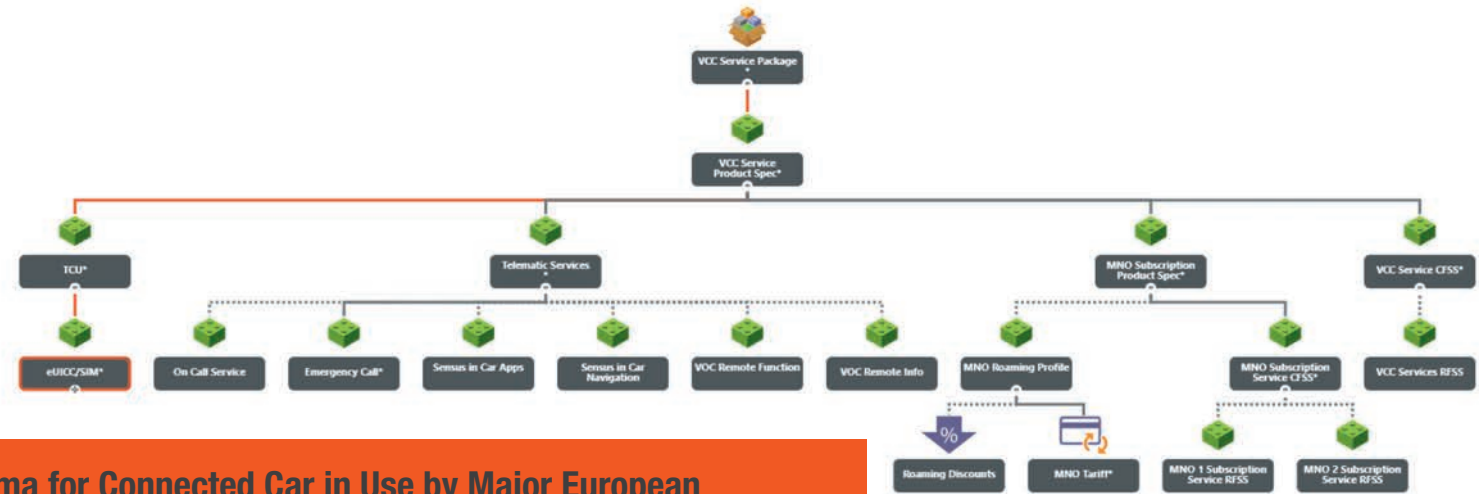
Simplicity – A single point of reference for product information, control and lifecycle management minimizes duplication errors, improves customer experience and reduces costs by up to 25 per cent.

Rapid Monetization – Of in-car services to drivers, and telematics data services to public authorities, breakdown companies, insurance and other third-party organizations.

Context-sensitive – Recognizing the customer's existing service context (including in-car technology and SIM status) allows for a more competitive and relevant customer proposition and a higher rate of closure.

Master Data Management – Unifying technical and commercial data in a core catalog for efficiency, precision and a shorter time-to-market for new in-car services.

Coordination – Replacing 'order disorder' with orchestrated tasks and standardized workflows increases speed, accuracy and control of order execution, improves customer experience and shortens time to revenue. Fallout rates are typically reduced to less than 0.1 per cent.



Sigma for Connected Car in Use by Major European Car Manufacturer

Sigma for Connected Car has already been selected by one leading automotive manufacturer, enabling a connected car program which has over 1 million subscribers and is projected to grow to over 10 million.

Sigma products serve as the business platform for a subscription management service for legacy connected car (embedded SIMs) and new-generation connected car services. It was chosen to better manage the global nature of the connected car program through orchestration of service offer and fulfilment with the partner mobile operator. Sigma was chosen to support their program in four critical areas:

Service Complexity – Sigma provided a flexible, catalog-driven system to create, manage and orchestrate the delivery of pre-integrated subscription services.

Orchestration – With multiple partner operators and complex offerings, Sigma for Connected Car will automate order fulfilment, avoiding costly and time-consuming order fallout.

Omni-Product – Sigma Catalog has the proven flexibility to support any conceivable digital product and service, providing innovative product agility for the connected car program.

Strong SI Relationship – Sigma had a strong and proven track record with the connected car program's nominated SI at four service providers.

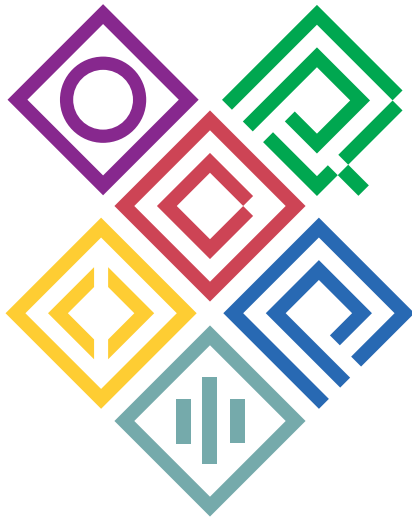
Connected Car Services Modelled in Sigma Catalog

In supporting connected car initiatives, Sigma Systems is once again enabling 'growth beyond the core' – a key part of its digital vision.

Automotive manufacturers creating, selling and delivering new digital services are a great example of how market leaders in many industries are adapting and finding growth beyond their core set of products and services.

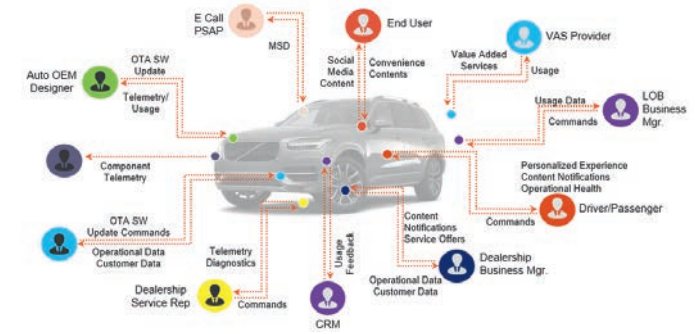
Sigma believes that growth in the age of 5G-enable services will depend on going beyond the core offering without discarding the 'long tail' of traditional business revenue, and is proud to be part of this 'growth beyond' in a dynamic and evolving automotive industry.

SigmaCreate-Sell-Deliver™



Sigma Catalog provides a ‘single point of truth’ for product information: structured data management that defines, maintains and exposes the relationships between enterprise products and their component capabilities in a single collaborative space. **Sigma CPQ** supports the vital customer-facing interaction where the product is shaped and sold. Driven by Sigma Catalog, Sigma CPQ ensures consistency across all sales and delivery channels, minimizing costly order fallout and rework for MACD or new sales opportunities. **Sigma Insights** provides in-app reporting and analysis to improve sales conversion and operational performance.



The interaction between sales channels, networks, inventory and service control points is orchestrated by **Sigma Order Management**, which abstracts the network layer so that services can be accurately delivered over multi-vendor networks and access technologies to a variety of end-user devices. **Sigma Provisioning** takes service orders and handles converged service and device activation. **Sigma Portfolio Inventory** maintains the installed product, services and resource inventory of enterprise customers.





Digital Services for Connected Car

SIGMA Next Done Now.™

Sigma Systems is the original innovator in catalog-driven create-sell-deliver software for communications, media and high-tech companies, serving 80 customers with its cloud-enabled Sigma Create-Sell-Deliver Portfolio and related services. Sigma has offices in North and South America, Europe and Asia Pacific with technology and integration partners globally.

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Sigma serves the world's leading communications services providers.

