

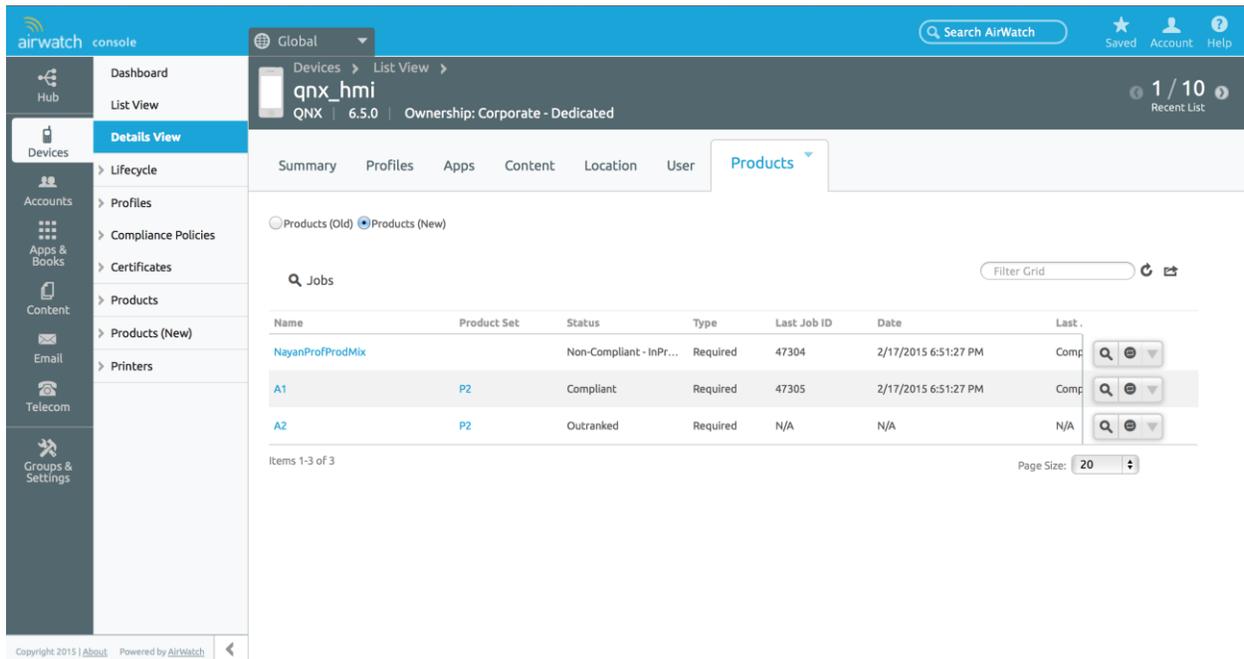
apps, music, video, diaries, mail, and documents to the head unit. In this way, drivers get a seamless experience from their smart devices into their cars.

As car sharing services become more and more popular around the world, technological challenges for delivering a scalable service become higher. Hardware customization is required for a car to join a car sharing pool, be unlocked, and tracked remotely. In addition, drivers expect their preferences, music, and favorite navigation routes to travel with them as they switch cars. AirWatch multi-user mode and product provisioning can be used to unlock the car, push the user's context, and start the billing cycle remotely, without additional hardware customization.

Use Cases

- Provisioning of the drivers' music and video playlists to the car's infotainment system
- Provisioning of GPS routes and points of interest
- Remote installation and upgrade of apps for accessing emails, social feeds, news, weather, and traffic information
- Remote provisioning of the driver's personal context
- Securely de-provisioning and wiping of downloaded content upon return of the vehicle

Figure 3. Device Inventory and Product Provisioning in the AirWatch Console



3.2.4 Post-Sales Car Customization and Self-Service Portal

Car manufacturers today offer dozens of optional accessories, functionality, and equipment to their customers, involving hardware and software customization. In some cases, expensive production line customization is required to support options available in car configurators. As software is gaining increasing importance in modern cars, it becomes conceivable to remotely activate some of the car's optional equipment and functionality postproduction, over-the-air. AirWatch product provisioning allows post-production car customization and flexible activation and deactivation of features on the head unit. Additionally, drivers and fleet managers have very few options today to receive alerts, consumption information, and cost figures from their cars. The AirWatch self-service portal is an ideal tool to enable