them to interact remotely with their cars. A new set of value propositions for the whole ecosystem can emerge.

Use Cases

- Post-production car customization to avoid expensive production line customization.

- Delivery of new options and upgrades to older car models for additional revenue.

- Pay-as-you-use model for drivers to use some options for a specific amount of time (enhanced navigation, real time traffic information, audio surround system, and horsepower on demand).

- Self-service portal for drivers and fleet managers to obtain valuable information about their cars and provide real-time tips on how to improve efficiency and consumption.

Key Takeaway 3: Over-the-air head unit software provisioning allows innovative services and use cases to be developed by the automotive ecosystem.

3.3 Data Security and Privacy

Telemetry data, especially in a user-driven context, can be sensitive and require solid privacy and security considerations. Type and frequency of data collected needs to be customizable as well as encrypted end-to-end. Some data required for predictive analysis must not be displayed or made available to third parties because that could allow the profiling of a user's behavior. To address security and privacy challenges, the AirWatch platform is built with industry-standard FIPS 140-2 algorithms and relies on a strong privacy engine, which enables the customization of collected and stored data types.[6] The head unit's IoT agent can store data in an encrypted container and transmit it to the data center over secure channels. The containerization concept, well known in the enterprise mobility management industry for separation of corporate and private data, addresses the challenges of security and privacy across the entire value chain.

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[6] VMware white paper: "Protecting Sensitive Government Data on Mobile Devices: Maintaining FIPS 140-2 Compliance," 2014. Available for download: http://www.air-watch.com/downloads/resources/Protecting_Sensitive_Government_Data_on_Mobile_Devices_20140718.pdf