Cognizant

Digital Marketplace Offers a Better Driving Experience

Transportation OEM Merges Data Streams to Promote Savings, Provide Insights and Improve Driver Retention

Our client is a leading manufacturer of commercial trucks, buses, defense vehicles and engines. They were committed to identifying opportunities to use the power of vehicle data patterns to drive operational and performance improvements.

At the onset of client discussions, our team was focused on identifying faster and more cost-effective ways to operate, design, engineer, and fabricate vehicles. But our client was severely impacted by significant challenges in the industry, including driver attrition, new Federal compliance demands, stagnating revenues, and rising costs.

Our project evolved into an exercise in re-envisioning our client's business. In seeking to improve product engineering, Cognizant helped the client mine its enormous volume of IoT data to develop insights about product performance and customer behavior. This opened avenues to new revenue streams – and competitive advantage – while helping prepare for new compliance standards.

We helped our client see an opportunity to become a value-added provider of critical information to its large-scale freight trucking clients – and to generate new revenues from providing that data.

AT A GLANCE

Cognizant has made real for our client the promise of the connected vehicle. We designed and delivered an industrial information ecosystem integrated with our client's existing information platform, and developed ways to deliver information as a monetized service to different customers (i.e. drivers, vehicle insurance, health insurance, truck stop locations).

OUTCOMES

The first release of our client's Digital Marketplace application was released successfully to new subscribers as planned. Future release updates will be added monthly to deliver new features, functions, and services to enhance user experience, attract new subscribers, ultimately reducing fleet risk. Our client's goal is to secure 50,000 subscriptions in six months and 500,000 after one year.

DRIVING NEW DRIVING HABITS

Our client grasped the opportunities, but its ability to gather, cleanse, analyze and utilize its data was limited.

Cognizant demonstrated how to use sensors, telemetry, and custom analytics, to gather and process diagnostic data from its equipment, such as engine performance, and useful operational data about fuel consumption, driver behavior (such as the frequency of sharp acceleration and/or hard braking), and run-time versus idle time on longer routes.

We then built an industry-first open digital marketplace designed to improve driver experience and reduce fleet liabilities. We created the system architecture for the platform, applications, analytics, and APIs that connect to the company's devices, integrating those devices with data from its telecommunications provider and conveying it to its data warehouse.

We designed an industry-first open digital marketplace that improves drivers' experiences and lessens fleet risk.

Now, our client gathers data, adds in data-sets for traffic and weather, layers in geo-fencing and offer insights to optimize travel routes and times, reduce fuel consumption, and lower maintenance costs – all of which improve driver experience, and retention. In turn, this data is made available to applications on the platform, including a drivers' app we built that provides electronic logs and details on vehicle health.

Cognizant changed the paradigm for a value-added manufacturing ecosystem, building an integrated platform that integrates data from individual trucks to entire fleets.

DRIVING NEW REVENUES

The intermodal transportation and trucking industries are facing transformative changes in technologies, the integration of manufacturing and supply chains, and e-commerce. At the same time, companies in this sector face rising cost pressures and increased regulation.

The solution we are proposing to this traditional manufacturer of trucks, intermodal transportation and trucking addresses industry and competitive challenges and benefits all members of its ecosystem. We're helping our client build a new business and include new partners, while keeping its CAPEX investment low. We're helping position them as a value-added partner to key constituents, responsive to driver requirements while providing valuable direction to engineering OEMs on sensor data requirements.

Cognizant's role – to act as a strategic partner, designer and developer, and as guide to this transformation – is building not just solutions but an entire ecosystem that enhances our client's value proposition.

LEARN MORE

To learn more, visit www.cognizant.com/enterprise-iot-solutions.

ABOUT COGNIZANT

Cognizant (NASDAQ-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 205 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.

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