

# Digital Automotive and Transportation Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Digital Automotive and Transportation Strategies* provides thought leadership and market analysis for organizations seeking to understand and capitalize on automotive and transportation ecosystem opportunities driven by increased adoption of digital technology, automation, platforms, and data-driven frameworks.

Topics covered as part of *Digital Automotive and Transportation Strategies* include connected, autonomous, shared, and electrified (CASE) trends and providers; in-vehicle infotainment (IVI); cybersecurity; software and firmware over-the-air (OTA) updates; mapping and location services; vehicle-to-everything communications (V2X) and 5G; digital smart assistants; connected vehicle data frameworks; and intelligent transportation systems (ITS) technologies and adoption.

## Markets and Subjects Analyzed

- Decisionmaker technology investment decisions and plans
- Consumer automotive adoption, usage, buying, and payment trends
- Connected vehicles platforms, technologies, and use cases
- Autonomous vehicle testing, validation, and regulatory updates
- Electronic/electrical architectures and modernization approaches
- Cybersecurity approaches, threats, and regulation
- Go-to-market engagement, loyalty, and business models
- Data management and layered compute approaches
- Aftermarket and fleet management vendors and opportunities

## Core Research

- Worldwide Connected Vehicle Forecast
- Worldwide Autonomous Vehicle Forecast
- Worldwide Electric Vehicle Charging Forecast
- IDC PlanScape: Planning for Electric Vehicle Infrastructure
- Smart Cities Connect 2022 in Columbus, Ohio
- Top 10 Digital Automotive and Transportation Technology Trends
- U.S. Government Buyer Intelligence Survey: Electric Vehicle
- 5G Network Enabling Future of Mobility

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Digital Automotive and Transportation Strategies](#).

## Key Questions Answered

1. What are best practices for automotive manufacturers, suppliers, and ecosystem participants looking to participate in an increasingly autonomous and connected future?
2. What impact do regulatory bodies have on the investment and commercialization timelines for automotive and transportation innovation?
3. Are consumers ready to take advantage of accelerated ecosystem investment in autonomy, connected vehicle services, mobility as a service, and electrification?
4. In what ways are innovative, disruptive vendors looking to upset the status quo? Are they likely to be successful? Where have they been successful?
5. How does the availability of real-time data and analytics improve the overall transportation experience for consumers?
6. How is the automotive ecosystem monetizing vehicle data? What are the markets for this data, and what is its value?
7. How does the industry respond to increasing security threats? What aspects of vehicle hardware and software remain most vulnerable?

## Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the *Digital Automotive and Transportation Strategies* market, including:

Accenture, AEye, Airbiquity, Amazon, Apple, Aptiv, Argo AI, Argus Cyber Security, AT&T, Avis Budget Group, Baidu, Bestmile, BlackBerry Ltd., BMW, Bosch, Capgemini, CDK, Cerence, ChargePoint, Civil Maps, Continental, Daimler, Deloitte, DENSO Corp., DiDi, DXC, EasyMile, EE, Ericsson, Faurecia, Ford, Fujitsu, Geotab General Motors, GM, GM Cruise, Google, Grab Holdings, Harman International Industries, Hexagon, HERE Technologies, Hewlett Packard Enterprise, Honda, Huawei, Hyundai, IBM, Infinera, INRIX, Intel, Karamba, Kaspersky,

Local Motors, Luxoft, Lyft, Mapbox, Microsoft, Mobileye, Nissan, NVIDIA, Oracle, Panasonic, Qualcomm, Reynolds and Reynolds, Ridecell, Rivian, Rockwell, salesforce.com, SAP, Savari Inc., ServiceNow, Siemens, SiriusXM, Sprint, Stellantis, SWARCO, Telefónica, Telenav, Tesla, T-Mobile US, TomTom, Toyota, Trimble, Turo, TuSimple, Uber, Valeo, Velodyne, Verizon, Vodafone, Volkswagen, Waymo, WirelessCar, Zenrin, ZF, Zipcar, and Zoex.