

# Automotive OEM optimizes service center operations using predictive analytics

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## Industry

Automotive

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## Solution

Intertrust Platform™

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## Customer profile

The customer is one of the world's largest automakers. They were the first automaker among their competitors to launch a call center for customer service as well as internal use. The firm has a total production capacity of 1.7M cars annually. In addition to being an auto manufacturer, they also have subsidiaries in insurance services for brokers and a service operations business unit.

## The challenge

The organization owns or franchises thousands of post-sales service centers providing repair and diagnostic services.

### Primary challenge

Comprehensively leveraging business and external data, like weather and traffic patterns, to enrich their internal order frequency forecasting setup. This involved layering their existing service history data layers with structured weather and traffic parameters.

### Secondary challenge

Using their vast existing datasets, from over four decades of operation, to create new data-driven business models. They need to collaborate with many third-party integrators and analytics providers who need secure, role-based data access, while honoring all data governance, regulations, and compliance.

## Challenge highlights

- Optimize staffing needs at service stations nationally by predicting customer demand with respect to weather and traffic requirements.
- Provide secure, governed access to sensitive data to partners to enable new data-driven business models.
- Create a trusted data exchange ecosystem to leverage business insights involving external data scientists and resources in a secure workflow.

## The solution

The customer turned to Intertrust Technologies to help create a trusted data exchange ecosystem, which doubles as a secure environment that helps to collaborate with third-party firms needing to use the customer's internal data to develop applications. This data exchange platform also allows the automaker to solve problems of forecasting by providing a platform for layering data with existing sales and service data.

The customer chose the Intertrust Platform to manage the collaborative environment and associated workflows, application self-protection, and white-box cryptography for mobile apps, desktops, firmware, and embedded applications.

## Intertrust Platform™

The Platform leverages container orchestration technologies such as Kubernetes and Docker to make deployments cloud-agnostic.



### Identity and access management

Device and user identity, authentication, and authorization; maintains platform objects and their relationships.



### Secure execution environment

Secure network-isolatable environments for workload execution and controlled, interactive data exploration.



### Data virtualization

Data object definitions, permissions, restrictions. Provides data interfaces, manages DBs and virtualized datasets.



### Time series database

Scalable, efficient, high performance database designed for time series data.

## The result

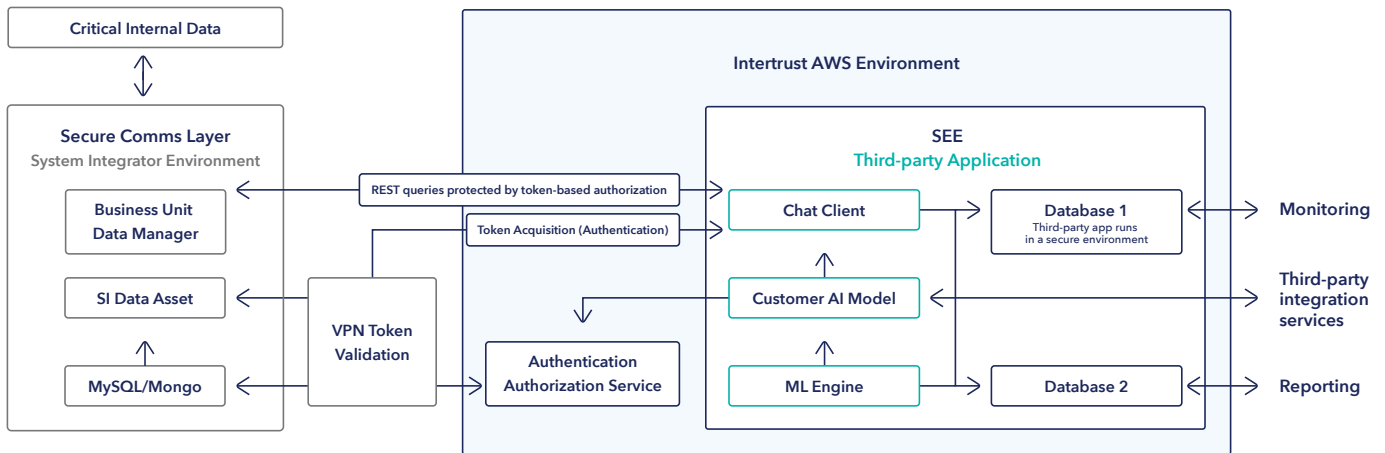
Intertrust helped this automaker to securely exchange data and collaborate without moving data around or copying it to a new location. Using secure data virtualization and an ability to operate using industry standard communication protocols, the Intertrust Platform acts as a layer over each of the customer's on-premises and cloud-based data assets, giving them unfettered, integrated access to every data store in the organization.

### Secure Execution Environments

Intertrust enabled the customer's organization to gain full control over the entities involved in sharing and using internal data, all the while ensuring that all entities adhere to the organizational data governance and access management policies, with full audit capabilities.

### No Data Warehousing

The deployed platform has aided robust in-house application development using the full scope of data and IT assets of the company without having to commission a full-fledged data-warehousing or another data management setup.



- Secure Execution Environments in the Intertrust Platform are isolated workflow execution environments for executing third-party programs against governed customer data
- Controls data exchange between stakeholders in isolated containers, ensuring no data pilferage occurs

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