



IoT Global Awards 2024

Category: IoT Product / Service of the Year (Automotive, transport & travel)

Name of Product/ Service/ Strategy: Singtel Multi-Domestic Connectivity

Submission:

Automotive manufacturers (OEMs) face several challenges in rolling out a connected car (IoT) platform in Asia, such as inconsistent market maturity, regulations and capabilities across the region, difficulty sourcing connectivity services that work across markets, fragmented contracting and billing, and high implementation costs.

Ideally, a good strategy in navigating the Asia Pacific connected vehicles market would be to work with a mobile network operator (MNO) that offers service in all relevant countries. However, the difficulty lies in finding a network provider that can navigate the right markets and deeply understands the various regulatory requirements.

Singtel's APAC Multi-Domestic Connectivity solution is a proven success formula that enables companies like automotive OEMs to overcome these hurdles and seamlessly deploy connected cars regionally. One of the recent successful case studies is partnering with BYD for its connected vehicle deployment.

BYD's new energy vehicles operate on 6 continents, across over 70 countries and regions, in over 400 cities across the globe. Its goal is to ensure that customers in various regions have a consistent connection experience while adhering to the local compliance requirements of various countries and region-specific centralised data management requirements. BYD was searching for a partner who could fulfil "Chinese speed" requirements and provide customised solutions.

Its requirements included network coverage for Connected Vehicles across at least 20 countries, support for 3 APN designs for the categorised traffic management and dedicated end-to-end lines between BYD's Singapore-based data centre and mobile network gateway. The project's management platform for Connected Vehicles would also need to support API connections with BYD's existing platform.

Singtel provided customised multinational roaming solutions to meet BYD's requirements, including roaming connections, management platforms, and end-to-end private circuit connectivity. Leveraging Singtel's IoT solutions, BYD could effortlessly expand its overseas network of Connected Vehicles, transcending national boundaries which would have otherwise been restricted.

The open API management platform for Connected Vehicles has enabled BYD to use a single management platform to centrally manage the life cycles of SIM cards within Connected Vehicles deployed overseas.

The multi-APN design and end-to-end private circuit connectivity meet customers' needs under different usage scenarios, ensuring reliable, safe, compliant connectivity and the seamless connection of roaming data to BYD's applications and services.

BYD's Customer Management Team has recognised the excellent services rendered through the project undertaken by Singtel. After implementing Singtel IoT solutions, the customer experience for



BYD's overseas end users has been well guaranteed, which has also become one of the most important factors for BYD's recognition in overseas markets.

In the future, BYD will continue to partner closely with Singtel to continue the implementation of its overseas plan for Connected Vehicles.