



Customer Success Story

# European automotive company partners Singtel to fast-track its connected car programme in the Asia Pacific

Navigating the complexity of the Asia Pacific regulatory and communications landscape was a big challenge for a European automotive company that was looking to launch its connected car programme in the region. To facilitate the programme's rollout across 13 countries, the company adopted Singtel's Multi-Domestic Connectivity Solution, to deliver seamless vehicular connectivity.

# Executive Summary

## Company

An European manufacturer of luxury vehicles, with a vision to deliver fully-connected electric vehicles that offer a safe, environmentally sound, yet personal and comfortable travel experience.

## Industry

Automotive

## Business Challenges

- The complex regulatory landscape in the Asia Pacific
- Having to work with multiple MNOs with different operational processes and agreements
- The complexity of managing different device variants or SKUs in different countries
- High roaming and system integration costs

## Singtel Solution

- Singtel Multi-Domestic Connectivity

## Business Value

- Facilitates the delivery of the connected car programme
- Enables centralised management of connectivity
- Helps address regulatory requirements across different countries
- Reduces logistical complexity

# Customer Success Story: An European manufacturer of luxury vehicles

## About the customer

The Singtel customer is a European manufacturer of luxury vehicles with a vision to deliver fully connected electric vehicles that offer a safe, environmentally sound, and comfortable travel experience. Having launched its connected car initiative in Europe, the company was looking to fast-track the programme and deliver seamless vehicular connectivity in 13 countries across the Asia Pacific.

## Business needs

The automotive company faced delays in the Asia Pacific when it wanted to launch its new range of connected cars powered by embedded subscriber identity modules (eSIMs) to enable telematics and in-vehicle infotainment services.

One problem was that, unlike the European Union or the United States, the Asia Pacific region comprises many independent countries, each with its own regulatory agencies and mobile network operators (MNOs). The company was faced with a knowledge gap when navigating each country's domestic requirements and regulations. It was also constrained by a lack of experience and expertise in negotiating with multiple MNOs, which involved multiple points of contact and dealing with different operational processes and contract agreements.

To add to the complexity, shipping connected devices to different countries involved managing different device variants, and SKUs meant for specific countries. Different MNOs may also have different SIM management and billing systems, and further work was required to integrate these with the company's own device management platform.

From an operational perspective, the company also faced the prospect of high roaming costs to maintain connectivity with its cars and devices.

## Solution

To address these challenges and better manage the complexity of regional distribution, Singtel provided the company with a multi-domestic solution aligned with the needs of car manufacturers with large volume distribution across the Asia Pacific.

With the Singtel Multi-Domestic Connectivity Solution, the manufacturer can provide connectivity for telemetry and in-vehicle infotainment services via a single eSIM.

A centralised, open integration platform allows the manufacturer to support all its target markets and delivers a multi-domestic view of connectivity via a single pane of glass. This allows for centralised

management of the SIM lifecycle for all deployed countries and enables the connected devices and traffic to be monitored to optimise the deployment of software and services.

The multi-domestic connectivity services also provide for end-to-end security with private access point names (APNs) and private MPLS/IPSEC virtual private networks, which enable devices to connect securely to the network.

The solution is delivered by Singtel as the lead operator providing one contact point across all markets in the region. As a founder-member of the Bridge Alliance, Singtel works with major mobile telecommunications companies across the region to help the manufacturer navigate the complexity of the local operator landscape and different in-country regulatory requirements and simplify and harmonise the processes involved in the distribution of connected cars. It also allows for localisation and in-country support to be provided through the extensive network of operators.



## Benefits

### **Facilitates the delivery of the connected car programme**

The multi-domestic solution facilitates the delivery of the connected car programme by providing the manufacturer with one contact point across different markets in the region and a unified platform to support all its target markets.

### **Enables centralised management of connectivity**

The solution offers a single pane of glass for a multi-domestic view of connectivity, and allows for centralised management of the SIM lifecycle for all deployed countries.

### **Helps address regulatory requirements across different countries**

As the lead operator, Singtel helps the customer navigate the complex regulatory landscape across different countries in the Asia Pacific to ensure a smooth rollout of the connected car programme.

### **Reduces logistical complexity**

The Singtel solution reduces logistical complexity with a single SIM/eSIM SKU, which helps lower inventory costs and subscription overheads.

# About Singtel

Singtel is Asia's leading communications technology group, providing a portfolio of services from next-generation communication, technology services to infotainment to both consumers and businesses. For consumers, Singtel delivers a complete and integrated suite of services, including mobile, broadband and TV. For businesses, Singtel offers a complementary array of enterprise mobility solutions, data hosting, cloud, network infrastructure, 5G, IoT, analytics, robotics and cyber-security capabilities. The Group has presence in Asia, Australia and Africa and reaches 740 million mobile customers. Its infrastructure and technology services for businesses span 21 countries, with more than 428 direct points of presence in 362 cities.

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## Awards

Frost & Sullivan 2020  
Singapore IoT Service Provider of the Year

Frost & Sullivan 2019  
Asia Pacific Secure IoT Service

Carrier Community Global Awards 2020  
Best WAN Solution Provider

Frost & Sullivan APAC ICT Awards 2016-19  
APAC Telecom Group of the Year

Asia Communications Awards 2020  
Best Enterprise Business Service – Operator (Singtel SDN)

IDC MarketScape: Asia/Pacific Next-Gen Telcos  
Telecom Services 2020 Vendor Assessment (Singtel Named a Leader)