



Connecting Owners, Suppliers and Dealers Everywhere

Simplifying connectivity for the automotive marketplace.

Keeping up with the speed-of-change is something every automotive manufacturer, supplier, dealer or partner struggles with today. Let's face it, the automotive industry is moving fast and transforming more each day – while vehicles have become the largest, most sophisticated elements in the "Internet of Things."

Automotive organizations are fighting to keep pace with other industries with half the complexity that they encounter daily. To master speed and create a competitive advantage in this intense environment, organizations are increasingly turning to the pre-eminent business-to-business (B2B) cloud platform: Covisint.

Covisint is helping to transform the automotive industry by connecting people, processes and systems across the globe to facilitate the highest level of engagement through a single point of entry. Whether its connecting consumers, manufacturers, suppliers, or dealers, our platform provides the speed, scalability, security and reliability needed – Covisint provides the largest, most sophisticated cloud-based business-to-business platform in the world.

Supplier connectivity is key to manufacturing efficiency.

The Covisint B2B Cloud Platform is easily scalable to handle small or massive volumes of transactions generated by many different systems. We enable automotive organizations to provide a single entry point for all their global suppliers to connect to them and access the trusted information required.

Engaging with dealers securely, in real-time.

The Covisint B2B Cloud Platform enables sharing of mission-critical business-to-business information reliably, securely and in real-time. It provides communication across the entire dealer network, including external audiences such as financial arms, insurance companies and more. The platform helps to increase OEM and Dealer touch points with the customer, improving satisfaction and sustaining brand loyalty.

Connecting with your owners and their vehicles.

The Covisint B2B Cloud Platform enables and empowers vehicle owners to visualize information from a variety of sources including their vehicle, dealership and third party service providers through a single entry point for the vehicle owner.

In addition, the Covisint platform allows automotive OEMs to view integrated information from multiple systems quickly and in one location. With this information, OEMs can provide a more positive ownership experience, sending targeted messages to owners based on individual attributes that ultimately result in greater satisfaction and loyalty.

For Automotive OEMs:

- Securely connect people, processes and systems across the enterprise, dealers and suppliers to facilitate a high level of engagement using a single entry point.
- Communicate with customers through a variety of devices, creating a personalized experience at the preferred location and method, ultimately improving satisfaction and brand loyalty.

For Vehicle Owners:

- Provide the ability to visualize information from a variety of sources including the vehicle, dealership and third party service providers.
- Generate commands that provoke vehicle response (such as unlocking doors, downloading apps) in one secure location.

For Automotive Suppliers:

- Securely connect with customer's (OEMs) systems so they may both work together seamlessly.
- Provides a new way to provide value and to engage with the OEM. This may involve mobility, social networking, data analysis and more.

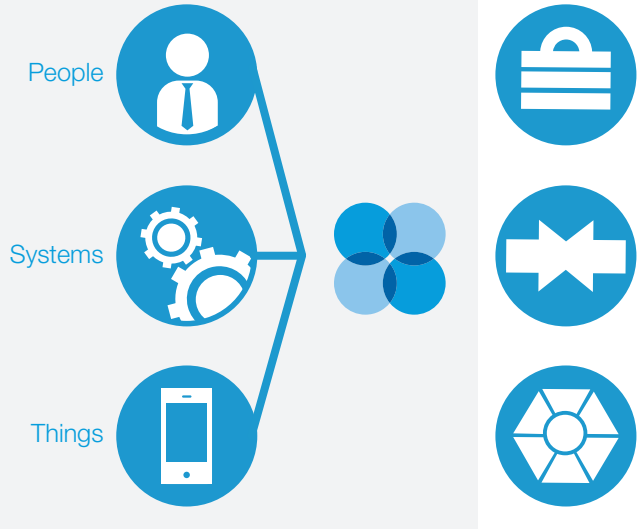
For Automotive Dealers:

- All companies across the entire OEM dealer network, including external audiences such as financial and insurance companies, are engaged with the OEM and receive updates in a timely manner.
- Seamless integration with dealer management systems and the OEM back-end disparate systems (hardware, software, protocols and standards) and scales to handle massive volumes of transactions.

One platform. Single entry point. Integrated and secure.

Our B2B Cloud Platform

Connects people, systems, and “things” and is comprised of a set of integrated and modular cloud-based technologies. In today’s connected world, our platform helps enterprises manage the identities they do business with and helps enterprises turn data into information.



Identity & Access

- Manage digital identities for those who you do business with

Integration & Aggregation

- Integrating and aggregating complex information and data

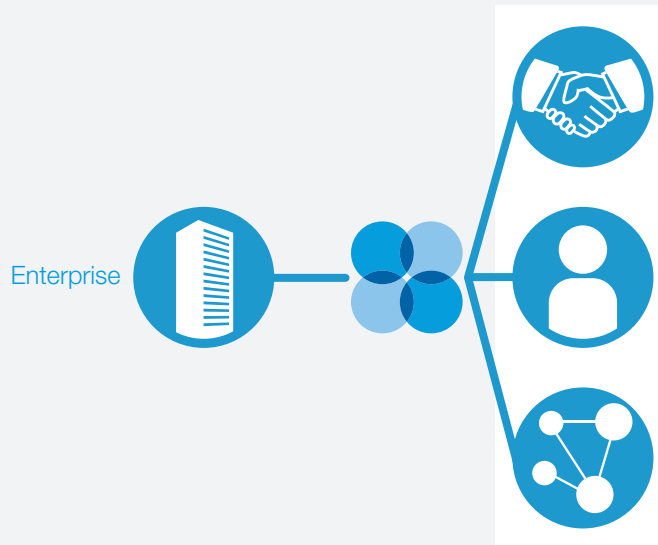
User Experience

- Presenting trusted information on any device to the user

Connecting your enterprise to all aspects of your business.

Our B2X Solutions

Enable solutions that allow enterprises and industries to solve complex information and user management challenges across Business-to-Partner (B2P), Business-to-Customer (B2C) and Business-to-Enterprise (B2E) relationships.



Business-to-Partner (B2P)

- Suppliers
- Dealers
- Distributors
- Joint Ventures

Business-to-Customer (B2C)

- Corporate Customers
- Franchisees
- Consumers

Business-to-Enterprise (B2E)

- Employees
- Contractors
- Business Units
- Mergers & Acquisitions