

OCTO - SMART ANALYTICS FOR A BETTER CONNECTED WORLD

Big data analytics examines large amounts of data to uncover hidden patterns, correlations and other insights. OCTO's technology and solutions simplify data analysis and get answers from it almost immediately.

Successfully deploying analytics on the back of big data and sharing data with other companies triggered the beginning of digital ecosystems that stand poised to blur traditional industry borders. This explosion of data has helped propel AI—particularly machine learning and its subset, deep learning—back into the spotlight.

Ubiquitous data provides the fuel that allows these AI models to power a rising number of business applications. Machine learning, and increasingly deep learning, are beginning to unlock real value across business functions and in most industries, extending the power of analytics.

OCTO is at the center of this revolution and operates in industry sectors increasingly driven by technological innovation and by a digitalization process that offers cutting-edge and constantly evolving solutions.

OCTO leverages the three main components of IoT – sensor, connectivity and people - to create new types of applications, new products and services for its customers and their respective industries. The integration of IoT's three components is revolutionizing the world. Sensors, connectivity and people are changing the way companies are using their business process, the information systems and the way projects are run.

Connectivity helped develop and improve vehicles and mobility services, making mobility safer, more efficient, and more convenient. By seamlessly connecting users, vehicles, and services over the internet, OCTO transforms them into intelligent mobility solutions that are constantly changing how OEMs approach their strategy for the automotive industry.

In OCTO's vision connecting vehicles go farther than just helping OEMs develop cars with Wi-Fi and access to social apps. OCTO connects to road systems, other cars, vehicle manufacturers, local retailers and everything in between to gather, process and analyze massive amounts of data that can help customers and manufacturers alike. OCTO "device agnostic" approach allows the Company to create innovative applications by collecting, processing and analyzing data gathered from its own devices and/or third-party devices.

For OCTO there is no such thing as too much connection. Consumers themselves will lead the way in helping connected vehicle manufactures to determine the right mix of connection and privacy.

A LEGACY OF TECHNOLOGICAL DEVELOPMENTS

Founded in 2002, OCTO provides smart solutions transforming its IoT Big Data set into actionable intelligence for a sustainable connected life.

OCTO's database, developed through its almost 18 years of activity, is enriched thanks to the data collected by connected users, who, while driving their vehicles, automatically provide data relating to the car, their driving behavior, localization, context, possible accidents, along with other complex data, which are stored and analyzed based on thousands of combinations of parameters.

OCTO is today one of the main players offering innovative technological solutions connecting the world of mobility through advanced analytics and IoT-driven services for the new era of Smart Telematics.

As a global IoT powerhouse, OCTO unleashes industrial innovation with market-proven solutions that enable companies to differentiate their offerings and improve operational excellence through a portfolio of solutions that allow the development of new business models.

For almost 18 years, OCTO has been enabling customers to innovate and stay ahead of the competition. As a leader in the IoT field, OCTO's vision is to drive a better quality of life in an ever-increasingly connected world.

With OCTO, customers can capitalize on the promise of today's new technology, make Big Data actionable and lead the digital transformation.

Today, OCTO is the world largest telematics and data analytics service provider for the auto insurance industry and provides other innovative connected user services including vehicle diagnostics, fleet management, road tolling and real-time monitoring of traffic and environmental conditions, making OCTO one of the main player in offering smart technological solutions connecting the world of mobility through advanced analytics and IoT-driven services for the new era of Smart Telematics.

Telematics has now entered its third era. While the first era was characterized by experimentation and pilots, and the second era saw technology evolve towards practical solutions both the customers and the consumers could benefit from, the third era sees the expansion of telematics in several dimensions capable of igniting new business models and expand into new areas, as the concept manifests in the Internet of Things, wearables, and other devices in which the collection, transmission, and analysis of real-time time data can be applied to several, additional business lines.

Smart telematics and sensor device capabilities keep evolving, and OCTO is focused on innovating and maturing IoT in new directions. The company has engineering staff and dedicated Innovation Labs that focus on the "next best thing" in the device space to keep its offerings relevant and to improve business outcomes.

The true value is in the data. Being able to leverage data is critical. Thanks to the analysis of behavioral, context and driving data, together with detecting crashes and analyzing accidents, OCTO transformed the auto insurances market and, today, the company has business relationships with over 100 partners.

Through its almost 18 years of history, OCTO has developed technologically advanced proprietary solutions that can operate on a wide range of devices, vehicles and consumer segments, and be integrated with the partners' IT systems and business processes.

OCTO offers its customers configurable services based on particular needs and complete turn-key solutions for partner companies. By leveraging machine learning and AI to analyze IoT data, OCTO provides advanced products and service for the Insuretech and innovative Mobility markets that change the way companies manage and grow their business.

OCTO has currently 6 million connected users, holds the largest global database of telematics data, with more than 248 billion miles of driving data collected and over 464,000 crashes and insurance events analyzed, and runs more than 10 car-sharing services and more than 400.000 hires per month.

With offices in Rome, London, Boston, Stuttgart, Madrid, Shanghai and Sao Paulo, OCTO is present on a global scale and is the leading independent provider of telematics services on the world's four largest markets: Italy, United States, Canada, United Kingdom and Ireland.

OCTO's technological solutions are virtually operative at a global scale thanks to the local support provided by partners operating in each Country OCTO is present, and according to each Country's data protection regulations.

To keep innovating OCTO also leverages on its Innovation Lab, continually scouting for new technologies; and works with several start-ups, Universities and Research Centers such as The University of Pisa, the CNR, the MIT.

Vision Zero: OCTO Corporate Social Responsibility

OCTO has defined a sustainability journey for the continuous improvement of people's lives in the connected world based on what is commonly known as Vision Zero, i.e. zero congestion, zero pollution, zero crashes.

Road safety is key for OCTO and the Company keeps working improve it by providing information on mobility and traffic to government agencies, and practical advice on how to improve driving habits to young drivers in particular.

OCTO DATA-ENABLED SOLUTIONS

OCTO four solutions portfolio covers the following sectors:

- Insurance Telematics (Risk Management, Claim Management)
- Intelligent Mobility (Fleet Telematics, Vehicle Sharing and Renting);
- Digital Journey (Vehicle Relationship Management, Driver Relationship Management);
- Smart Analytics (Analytics as a Service, Mobility Atlas);

Data-enabled Solution for Insurance

With its 18 years of experience in the collection and analysis of large-scale volumes of complex context, behavioral and vehicle-related data, OCTO is a key player in the insurance sector, with a 40% market share. The company stands out for its extensive experience, for the quantity and quality of data available and a difficult-to-replicate depth of analysis.

OCTO has developed sophisticated proprietary algorithms to analyze an extremely complex set of data based on thousands of parameters and continues to improve these algorithms in line with the continued expansion of the database.

OCTO 's primary position and global presence have allowed the company to establish solid relationships with many of the leading insurance companies around the world, developing an in-depth knowledge of their needs. At the same time, through the increase of partners, the Group increases the number of connected users and, therefore, of data available. These characteristics contribute to strengthening OCTO's leadership position.

OCTO's business is built on the real-time collection and analysis of large volumes of driver and vehicle-related data across a wide range of non-static parameters. OCTO's data collection capability is delivered by its hardware and software infrastructure and architecture, the first element of which is one of its portfolio of in-vehicle embedded devices.

This data is analyzed across a large number of parameters over very short intervals, with the rate of information collection increasing upon the occurrence of a specific event, such as an impact of force or sudden change in acceleration or speed.

As more data is gathered and correlated with different sources of data, OCTO continually refines and improves its analytics capabilities and algorithms, thereby creating significant network effects and challenges for any actual or potential competitors.

Currently, whilst the core of OCTO's business is its unified global software platform and analytics capability, in terms of hardware it operates both a permanent device model, where Octo or the industry partner owns the embedded device, which remains installed in the car during the life of the relevant insurance policy; and a temporary model, where the embedded device is installed for a 3 to 6 month period. Under the temporary model, once it has assessed the connected user's driving behavior and risk profile, the embedded device (which OCTO owns) is uninstalled, returned to the Company, refurbished, reformatted and redeployed to a new vehicle. The temporary model is currently the primary go-to-market strategy for insurers in the United States and Canada whereas the permanent model is the go-to-market strategy in Europe.

Data-enabled Solutions for Mobility

OCTO is constantly expanding its service portfolio and application offering. Thanks to its ability to develop functionalities that allow the transformation of data into value for its customers, OCTO has developed strong partnerships with major OEMs in the automotive industry and expanded on opportunities offered in emerging adjacent market segments such as Connected Cars, shared mobility services, assisted/automated driving functions.

Today, OCTO delivers a range of customised solutions to industry partners (primarily insurance companies, but also fleet management companies and OEMs) which serve the specific requirements of those partners in different markets.

OCTO offers end-to-end solutions for insurance companies, fleet managers, car manufacturers, Carsharing and Ridesharing operators, Corporate Car-sharing and Peer-to-Peer communities.

The Shared Mobility solution provides all required services that operators and users have come to expect from Car Sharing and Ride Sharing businesses as well as several functionalities related to Fleet Management and Insurance Telematics that can be integrated into the system based on company-specific needs.

The solution allows any company that wants to become a Shared Mobility operator or any individual, to employ OCTO's ready-to-use technology that, rapidly and cost-effectively, meet the demands of companies of all sizes, from those managing small fleets to those with thousands of vehicles. To micro and small operators, the Company offers a dedicated and innovative web Shared Mobility solution that lets operators in small communities and organizations easily build and manage a Car Sharing or Ride Sharing community online.

OCTO's Mobility technological solution is offered as a Software-as-a-Service built on an advanced web-based solution that comprises a suite of essential functionalities required for efficiently manage a car-sharing service: user registration, booking, use and release of vehicle, accounting of costs, fleet manager support, back-office support including reporting and business intelligence tools; front-end functions for final users, such as applications for the web, smartphones and even smartwatches.

All vehicles connected are outfitted with proprietary onboard devices that transmit user and vehicle data to the management console in real-time. These devices are non-invasive to the user experience and transmit crucial data on driver behaviour, vehicle diagnostics, and more.

OCTO solution is Multi-modal, Multi-user, Multi-vehicle, Multi-engine, and completely scalable thanks to a modular software architecture designed to allow full integration of the application modules with those of third parties.

OCTO technology offers a simple and immediate implementation of a complete and advanced Shared Mobility solution able to make transport more convenient for users and more efficient and low-cost for every type of operator.