

Press Release

Andrea Ciccotti to talk about how to build a lucrative telematics business

Telematics Update: Andrea Ciccotti, director, Octo Telematics Brazil, will speak at the Telematics Brazil & LATAM Conference & Exhibition (24-25 September, Hotel Tivoli, São Paulo). He will explain how to take the most of telematics capabilities in order to ultimately increase the business' bottom line.

What are the innovative telematics valued added services and how will they help cost reduction to understand how to build robust telematics offerings that will meet your customers' expectations and bring you ROI – these are questions that Andrea will address.

Telematics Brazil & LATAM 2014 will look into ways to capitalize on low cost solutions and create solid business models that will increase profitability and drive the telematics market in the region. It will focus on new technologies and trends, legislation and business models that are set to change the landscape of telematics and help you establish the winning relationships that will put your business on the road to success.

Create value for telematics solutions and drive profitable business towards a connected ecosystem

Telematics Brazil & LATAM 2014 project director, Ina Vaduvescu, stated: 'It will be critical that companies evaluate the success and shortcomings of the first telematics wave and embrace key breakthroughs in the wider connected ecosystem to create an indispensable telematics service package to combat existing theft and road safety issues.'

The Topics and Trends changing Telematics in Brazil & LATAM:

Take a look at the must know trends and topics to get up to speed on:

- **LATAM Ready for the Internet of Cars:** Watch out for OEMs' reaction to the latest regulatory delays and the uptake of telematics solutions in the region to capitalize on the full aftermarket and embedded market potential and build money-making businesses
- **New Spin on Commercial Telematics:** Commoditization of telematics services is imminent in order to build a healthy, competitive ecosystem where predictive maintenance and sophisticated fleet management solutions are within reach!
- **Time for Green Driving and ADAS:** Make room for eco telematics, car sharing and carpooling and hear how the implementation of ADAS services will financially impact the commercial and passenger sectors

- **End Users Have Their Say:** Take a step back from the tech. paraphernalia to hear what end users really need and what they are willing to pay for to build specific, targeted telematics packages
- **Join the Connected Lifestyle:** No need to pick – traffic data, navigation, weather, safety and more is flowing through consumers’ smartphones – discuss how to analyze the Latin American data in line with users’ needs and curate the perfect in-car connected services
- **Insurance Telematics Rises to the Occasion:** Corporate fleets, long term rental, 24hr breakdown coverage – define the USP for each target audience through differing product offerings to create a cycle of innovation and find the formula to takes insurance telematics mainstream in Brazil

and many more sessions on topics such as in-car connectivity, infotainment, security, and exclusive case studies and announcements from Daimler FleetBoard, BMW and Volvo.

For the complete Telematics Brazil & LATAM 2014 conference program and speaker line-up, visit: telematicsupdate.com/latam

The Best Ever Speaker Line-up:

Take a look at the top class automotive specialists we have selected to speak this year:

- Christiano Blume, LATAM host manager, strategy & portfolio management, **Volvo**
- Flavio Sakai, sales and marketing manager, **Harman**
- Elias Zoghbi, partner – financial services industry, **Deloitte**
- Carlos Eduardo Sampaio Briselli, marketing and product manager, **BMW**
- Helder Oliveira, supervisor - connected car team, **Fiat Automotive**
- Ricardo de Bolle, commercial director, **Arval BNP Paribas**
- Martin Rosell, managing director, **Wireless Car**
- André Weisz, head of FleetBoard America & South Africa, **Mercedes-Benz Brazil**
- Cileneu Nunes, VP, **Gristec**
- Eduardo Takeshi Ohmachi, senior M2M marketing and business development manager, **Telefonica Digital**

and many other specialists from across the value chain.

The full speaker line-up is available on the website:

www.telematicsupdate.com/latam/conference-agenda.php

BMW Brazil said: *“The event covered a good range of topics and was great for networking with Telematics executives and colleagues.”*

For the complete **Telematics Brazil & LATAM 2014** conference program and speaker line-up, access the e-brochure at or contact the Telematics Update team at latam@telematicsupdate.com

Register before August 22 via the secure link below to take advantage of a **\$100 discount** on all conference passes: secure.telematicsupdate.com/latam/register.php

About Telematics Update:

Telematics Update Conferences are the most prestigious in the industry. We produce the largest telematics events in North America, Europe & Asia, and attract the most influential speakers providing a rich environment for establishing strategic relationships and networking.

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