Mobivia takes leadership and propels the automotive & mobility ecosystem with Afteriize, a data marketplace powered by Dawex technology

DAWEX x **afteriize**

Afteriize aims at gathering all stakeholders in the automotive aftermarket & mobility sector to foster innovation and boost competitiveness.

Description

Afteriize is Mobivia's Data Marketplace, specialized in the automotive aftermarket and mobility sector, that allows organizations to securely source, distribute, exchange and monetize data, in compliance with regulations.

Meet Mobivia & Afteriize

With brands such as Norauto, Midas, Carter Cash and ATU, Mobivia is the European leader in the maintenance and equipment of multi-brand vehicles. Mobivia collects, aggregates and analyzes massive volumes of automotive sales data and automotive product data to deliver innovative, quality products & services worldwide. Data is a strategic asset for Mobivia who is constantly looking at leveraging its full potential.

To boost their data strategy and strengthen its positioning, Mobivia turned to Dawex, the leading Data Exchange solutions company, to seek guidance in formulating a strong, scalable Data Exchange strategy.

Mobivia was looking for the most innovative and advanced data exchange technology on the market to strengthen its data strategy and position itself at the center of its ecosystem composed of car manufacturers, parts suppliers, car rental companies, insurance companies, banks, fleet management organizations, and many other stakeholders.

Mobivia's objective is to take leadership in the orchestration of Data Exchange in the automotive aftermarket and mobility sector. It led the organization to create Afteriize, a Mobivia's new brand dedicated to its data marketplace activities.
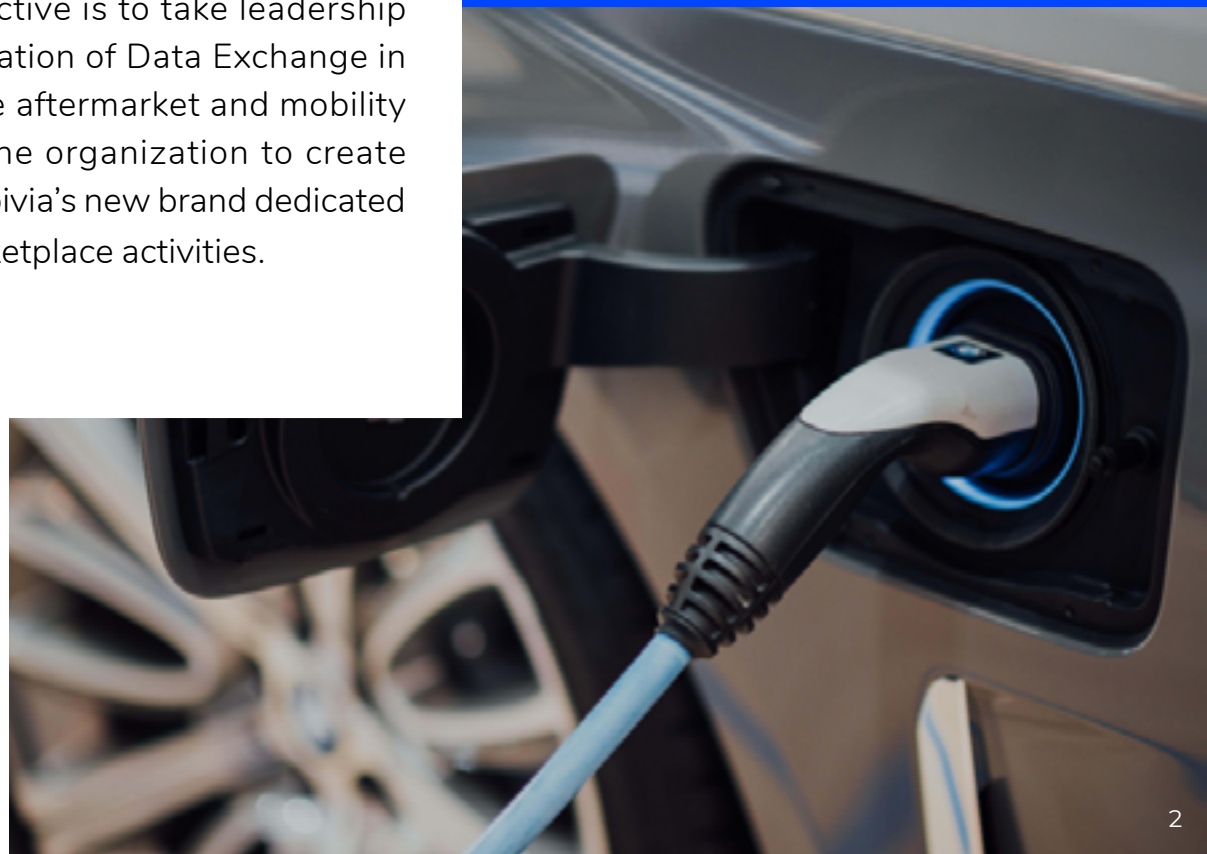
Key Facts on Mobivia

50+ million
customers

23,000+
employees

2,000
stores

11
brands

16
countries

500
suppliers

The Challenge

Mobivia acknowledged it could go further by capitalizing on their high value datasets but needed to detail the strategy to adopt in order to achieve several business objectives.

Business Objectives

- Switching from "data for business" to "data as a business" to create new revenue streams

- Taking leadership in the automotive and mobility data ecosystem

- Expanding its ecosystem by offering valuable data products and services to new partners and business customers

Therefore, Mobivia sought guidance on how to create a powerful & successful data exchange strategy and identify the appropriate Data Exchange technology that would help the organization fulfill its vision —to capitalize on data circulation by distributing or exchanging data products securely in a trusted environment, in compliance with data regulations.

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By granting access to Afteriize to other data providers related to mobility challenges, such as insurers, banks, hedge funds, we have expanded our influence beyond our ecosystem while strengthening our leadership position."

*Ludovic Codeluppi,
Leader of Afteriize.*
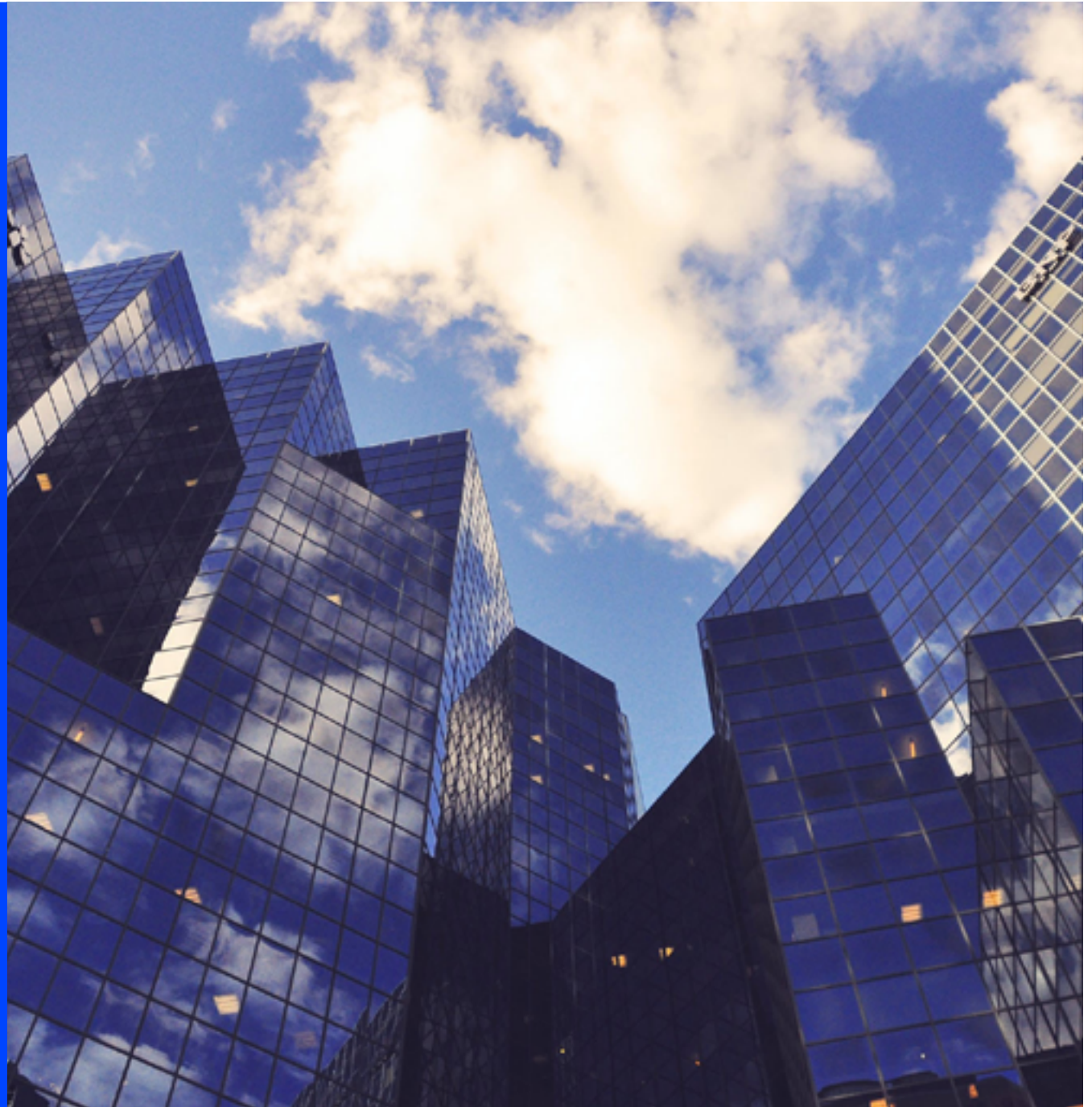
The Solution

To create a comprehensive roadmap, Mobivia was looking for high-end Data Exchange advisory to accelerate their understanding on the benefits and opportunities of data exchange. Thanks to Dawex expertise, vision and market knowledge, its team of Advisors brought to Mobivia an extensive experience & know-how to design and implement a solid Data Exchange strategy. Through Dawex Data Exchange Advisory Services, the team conducted a series of collaborative workshops with Mobivia to understand their environment, the types of data and the company's opportunities for Data Exchange and monetization.

Resulting from Dawex Data Exchange Advisory, Mobivia was able to

- Identify company-generated data sets and associated data products

- Segment and prioritize potential customers interested in their data, according to the different use cases

- Define pricing approach for data products

- Review and determine the best business model for data valorization, from free mode to subscription fee, pay-per-use, or a hybrid model

- Swicthed business strategy from «one-to-many» to «many-to-many»

- Deliver a comprehensive strategic business plan to the Mobivia executive leadership team

Mobivia made the choice of Dawex Data Exchange Platform solution for

Convinced by the impactful results a thorough Data Exchange strategy could bring, Mobivia benchmarked the market to identify the technological partner they will rely on to build and scale their data distribution activities through the development of a Data Marketplace. Dawex was chosen for its advanced Data Exchange technology and most complete solution over all market offerings.

- A fully customizable platform to meet Movibia's specific brand and business requirements

- User-friendly journeys for onboarding, data product publishing/search/discovery

- Customizable contracting, licensing and pricing to adapt data product offerings to specific use cases

- Full control over data product visibility and accessibility

- Customizable taxonomies to meet Afteriize automotive aftermarket specificities

- Full traceability of data transactions allowing control over data flows

- Extensive trust building mechanisms, and compliance with data regulations

Fueled by a thoughtful Data Exchange strategy and roadmap, Mobivia launched Afteriize, powered by Dawex technology. Afteriize is the first Data Marketplace for the automotive aftermarket, and more globally for the mobility sector.

> **Today, our users benefit from the data available on Afteriize to perfect their commercial strategies, to better know their customers, to get feedback on products behavior or to understand the aftermarket.**
>
> *Ludovic Codeluppi,*
> *Leader of Afteriize.*
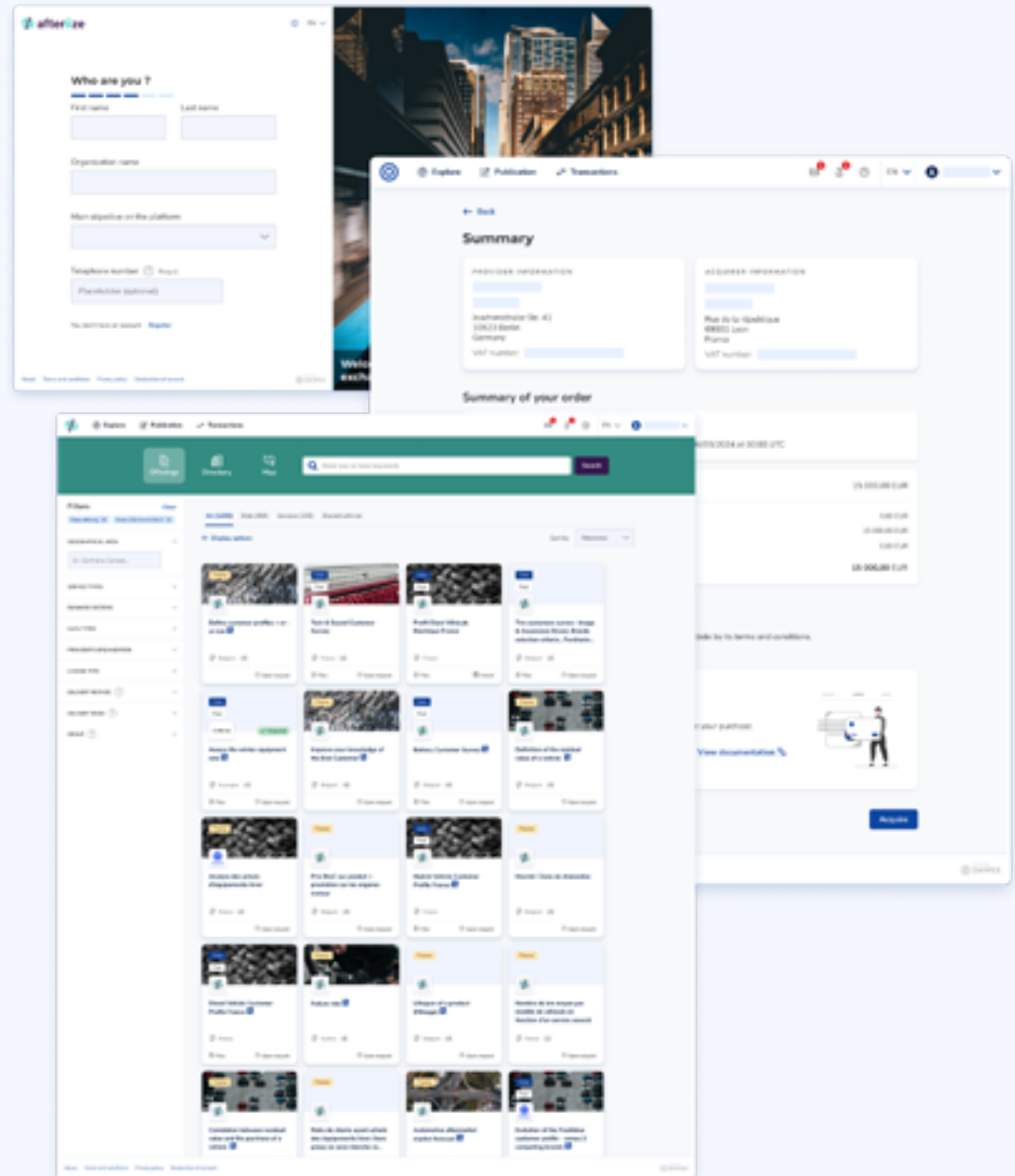
The Result

Thanks to Dawex Data Exchange solutions, Mobivia became the orchestrator of its data ecosystem, with today 200+ onboarded organizations, representing 10+ sectors and 50+ data products published on Afteriize. Only 6 months after the launch, Afteriize was economically profitable, between the cost of the solution and the business that has been generated around data.

With the deployment of Afteriize Data Marketplace, the entire ecosystem can now leverage the full benefits of Data Exchange such as creating an infinite number of innovative data-driven use cases, generating new revenue streams from data circulation and building competitive advantages for tackling complex economic and environmental challenges.

Use Case #1
Insurance

Enable an insurance company to identify repair & maintenance requirements for each type of vehicle or brand, in order to offer consumers more personalized and adapted insurance packages.

Use Case #2
Parts supplier

Enable a parts supplier to grasp the performance of its various products in the markets in which it operates, in order to adapt its strategy based on different car models, energy type and market share.

Use Case #3
Used car sales company

Enable a used car sales company to foresee and anticipate potential car & parts trouble based on model, engine and power to offer adapted programs.

Use Case #4
Electric vehicle service providers

Enable EV service providers to understand the behavior of electric vehicles versus combustion engines to accelerate innovation.

**Dawex provided Mobivia with the technology solution to monetize and generate value from our data or those of our partners, by creating a data marketplace that is powerful, efficient, secure and easy to use. In less than a year, Mobivia has built strong relationships with organizations outside of its immediate ecosystem thanks to Dawex introductions. The circulation and commercialization of data between these stakeholders will play a key role in the development of new business models.**

Ludovic Codeluppi,
Leader of Afteriize.

In a Nutshell

Ultimately, the core planning work done by Mobivia and Dawex provided the building blocks for delivery on a successful Data Exchange strategy, leading to the creation of a new data ecosystem strengthening Mobivia's central role in the industry and beyond. By becoming the orchestrator of its ecosystem, Mobivia expands its brand territory and increases its brand equity thanks to Data Exchange.

The Afteriize Data Marketplace enables organizations to source, distribute and exchange data products securely. With Afteriize, Mobivia orchestrates data across the entire mobility data ecosystem. It also streamlines the exchange of data internally, across their own organizations, for better data availability, enriched data analysis and overall improved operational efficiencies. Afteriize provides the foundation for powerful data partnerships with complementary external entities that can acquire high-value data products from Mobivia.

In an economy where data is recognized as a strategic asset, organizations that implement and master the circulation of data create a competitive advantage within their ecosystem and beyond. Dawex empowers organizations to capture and value the potential of their data therefore improving productivity and efficiency, fostering innovation reaching decarbonation objectives, generating new revenue streams and increasing company valuation.

Fuel powerful business opportunities with Data Exchange.

DAWEX

Dawex is the leader in Data Exchange solutions to distribute or share data products, with trust, for any business case, in compliance with data regulations. With Dawex Data Exchange technology, organizations create data ecosystems and data spaces such as Corporate Data Hubs, Industry Data Hubs and Data Marketplaces to address economic, environmental and decarbonation challenges. Awarded Technology Pioneer by the World Economic Forum, Dawex is the initiator of an international standardization program on Trusted Data Transaction.