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Mobile World Congress

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AI-enabled SuperApps drive the Customer Experience on the Software-Defined Journey

Designing The Future

KDDI

SuperApp

Unifying the Customer Experience for OEMs. 1st & 3rd Party Feature and Service integration with Common Platform, Data, and UX

Life Transformation

AI-enabled SuperApps drive the Customer Experience on the Software Defined Journey, transforming my lifestyle and mobility.

Software Defined Vehicle

KDDI Platforms form the backbone of SDV. Content, Services, & Unified Profile across Vehicle, Phone, and Enterprise

How do OEMs deliver for today’s Customer?

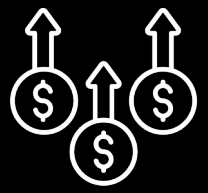
Consumer Experience, DX, EV, Software Defined Vehicle, AI, etc.

THE TRADITIONAL OEM PATH

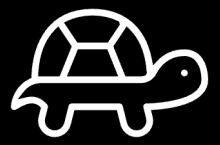
Huge Platforms &
Backend Integrations

Internal Teams
Learning New

Outsourced SMEs,
Consultants & Devs



**High Cost,
Slow to Market**



Solving for the Next Generation

AI-enabled SuperApps can become the backbone of the Software Defined Journey

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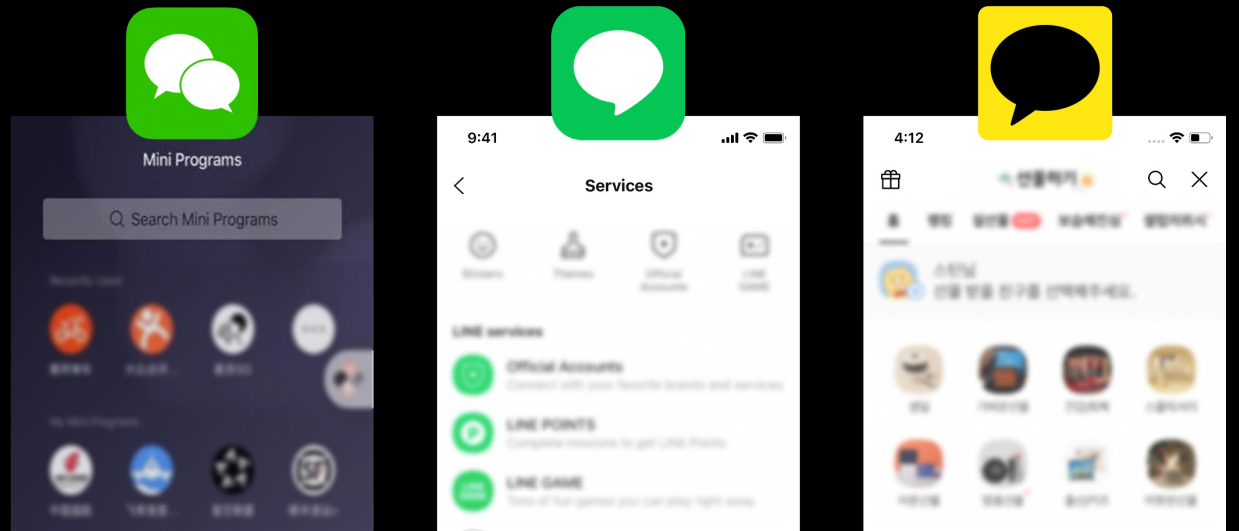
SUPERAPPS

The next Global App Framework.

An OEM SuperApp is not the same “one app to rule them all”



Depth instead of Breadth

OEMs unify 1st and 3rd Party Functionality
with common payment, profile, and data

OEM SuperApp Framework

OEM SuperApp Objectives

1. Reduce operating costs
2. Native CX quality
3. React quickly to customer needs with new features and technology
4. Global governance with Regional flexibility for unique local needs
5. Secure access to IOT sensors and customer data for 3rd party developers
6. Generate and retain unified 1st party customer data to power AI

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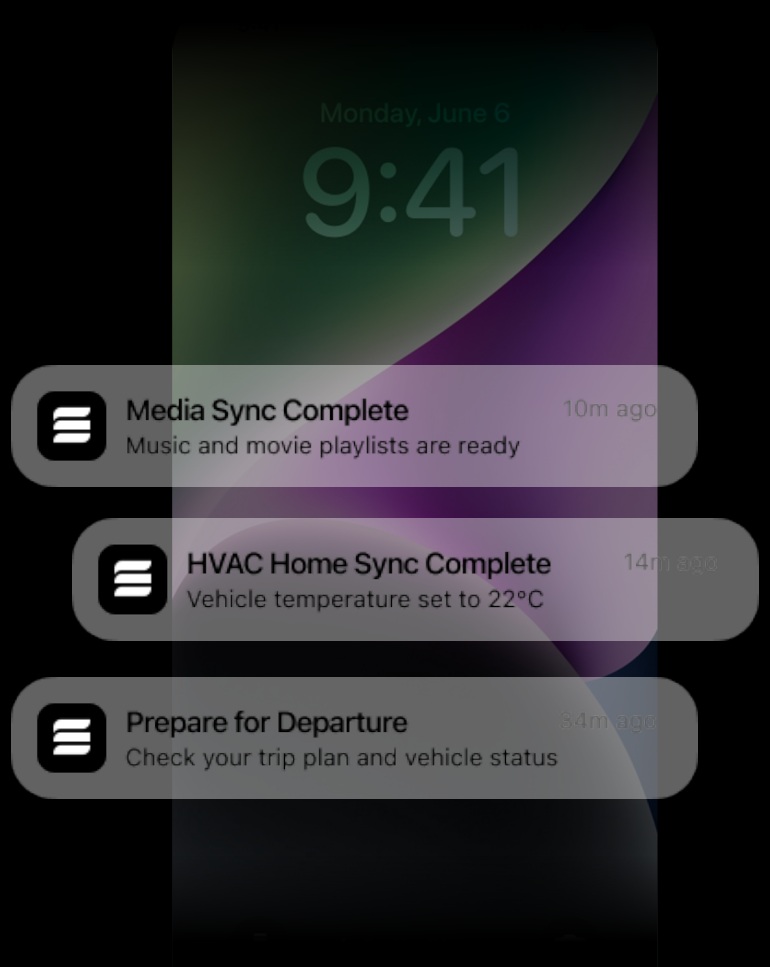
Supporting the Software Defined Vehicle

Mini Apps sync functionality across Phone, Vehicle, and Cloud Services

THE SOFTWARE DEFINED JOURNEY

Predictive Push, Adaptative POIs and Destinations

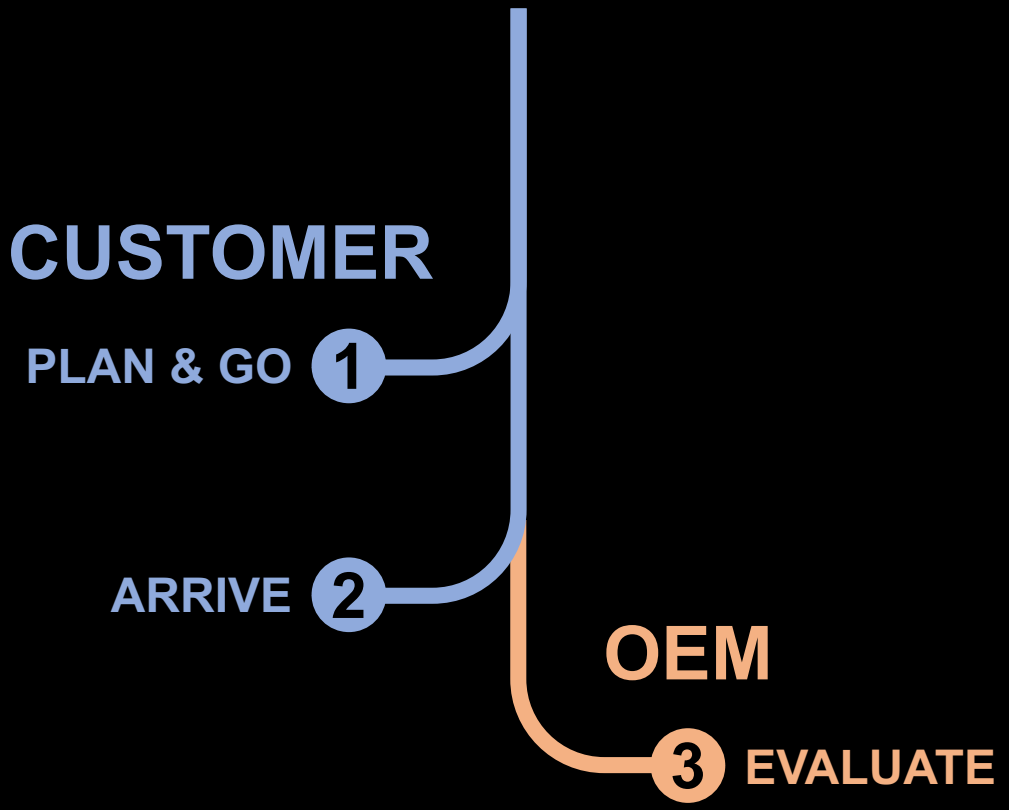


Get in and Go. Profile and Content Follow Me.

THE SOFTWARE DEFINED JOURNEY

MiniApps for EV Charge, Payments, and Points

THE SOFTWARE DEFINED JOURNEY



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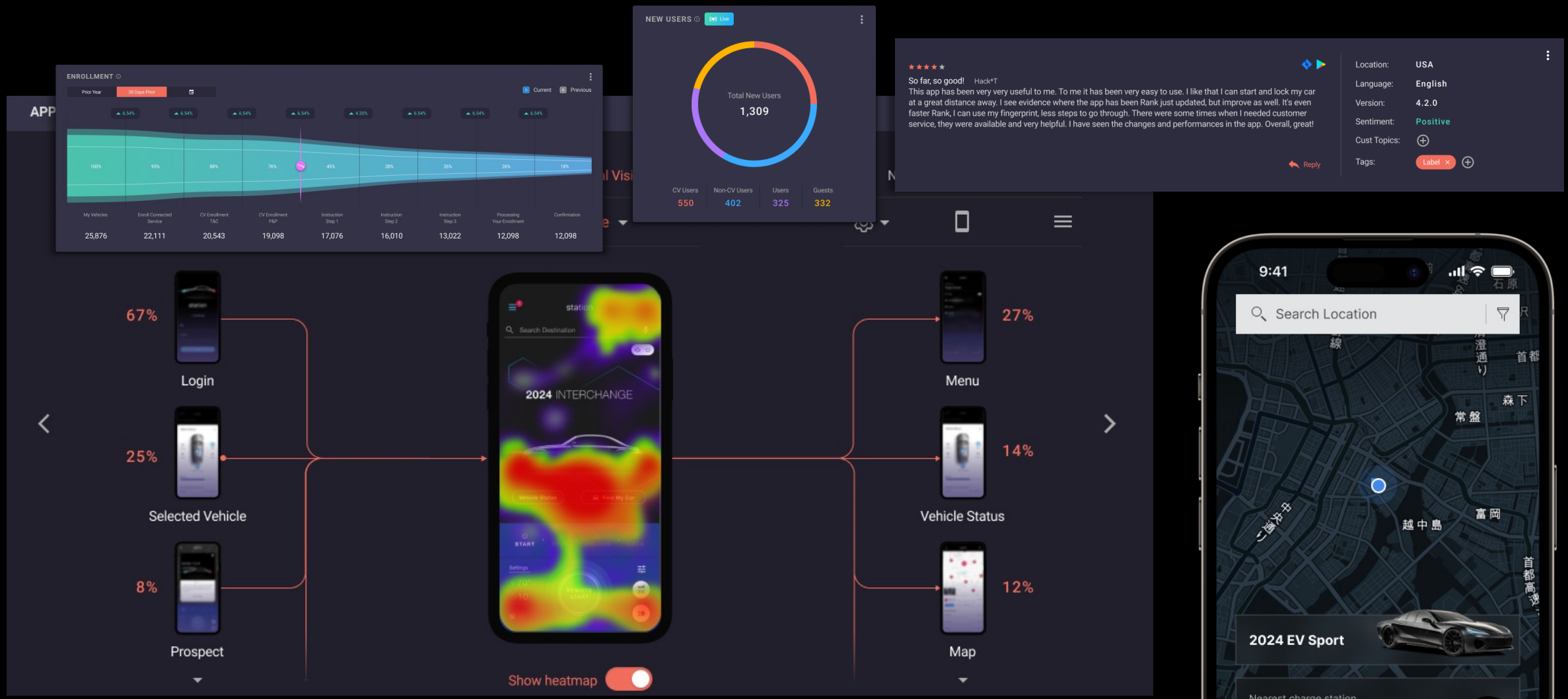
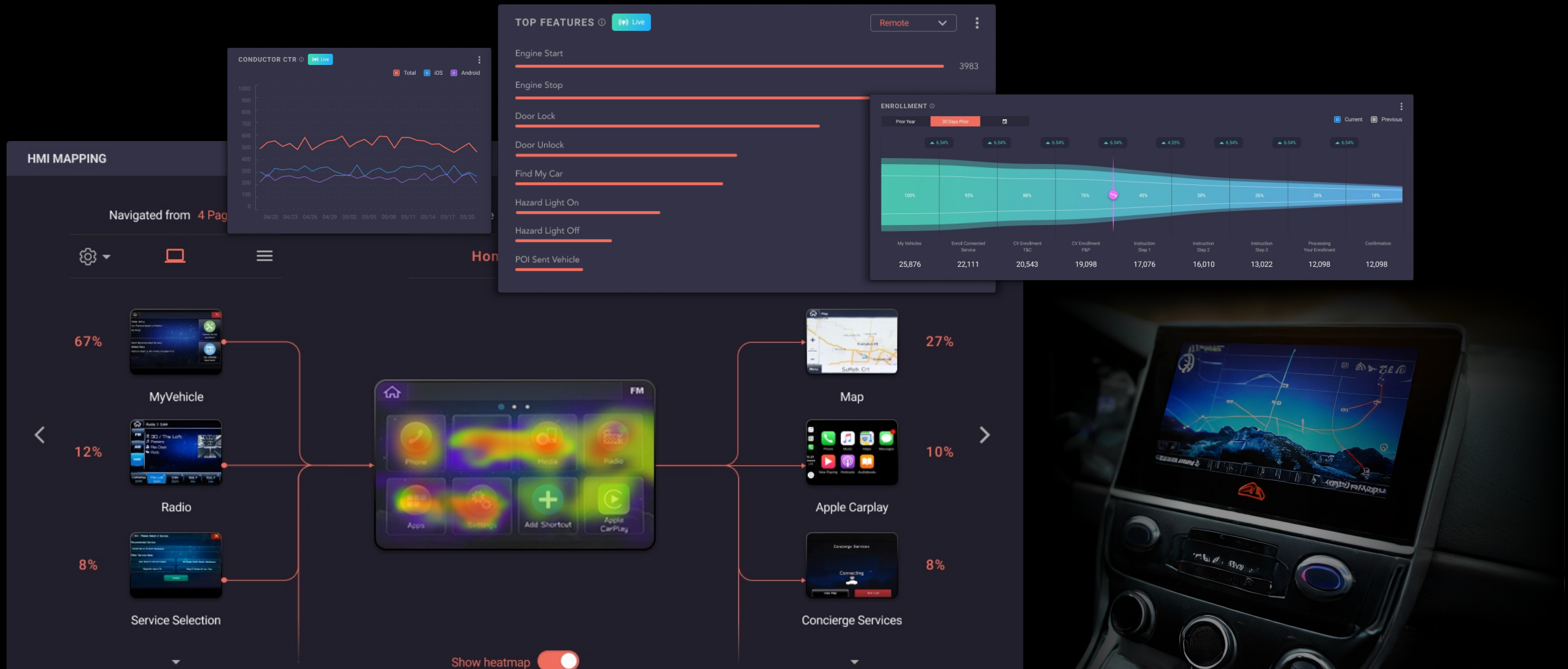
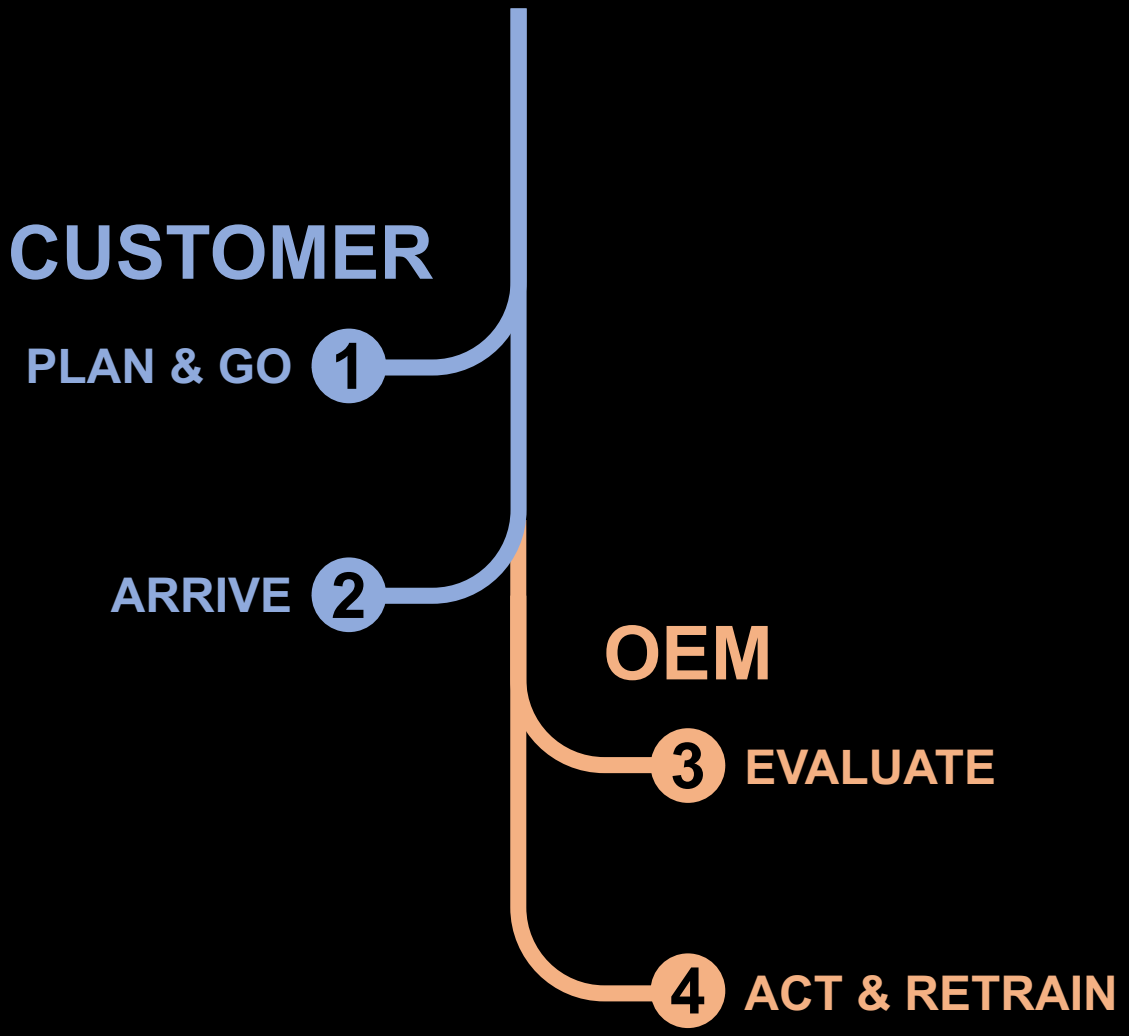
Your Customer Visualized. Next Action.



HMI Usage Data Completes the Funnel



THE SOFTWARE DEFINED JOURNEY



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AI Applications Built for the OEM, by the OEM

How do we get there?

KDDI gives the OEM the ENGINE to be the true owner of 1st Party Data

INTERCHANGE

SDV

Content Streaming to EV Data, OTA, and Software Integration

SUPERAPP

Launch Globally with Localized Management tools

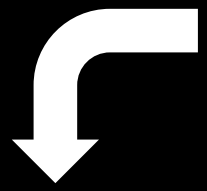
CX

Industry Leading CX builds successful data and transactions

AI

Generate OEM 1st Party Data to build OEM AI Applications

THANK YOU



Please talk to this guy!

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