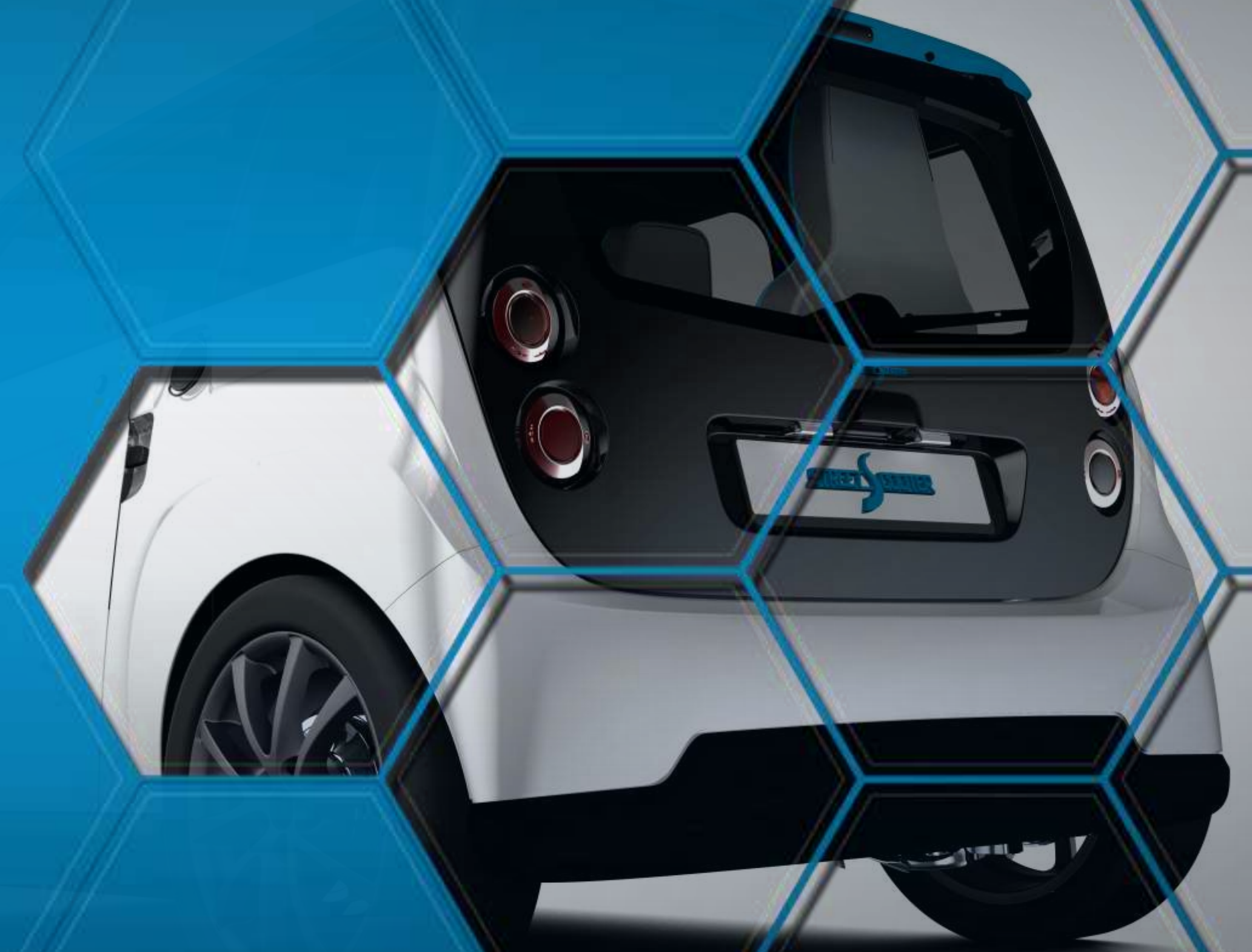
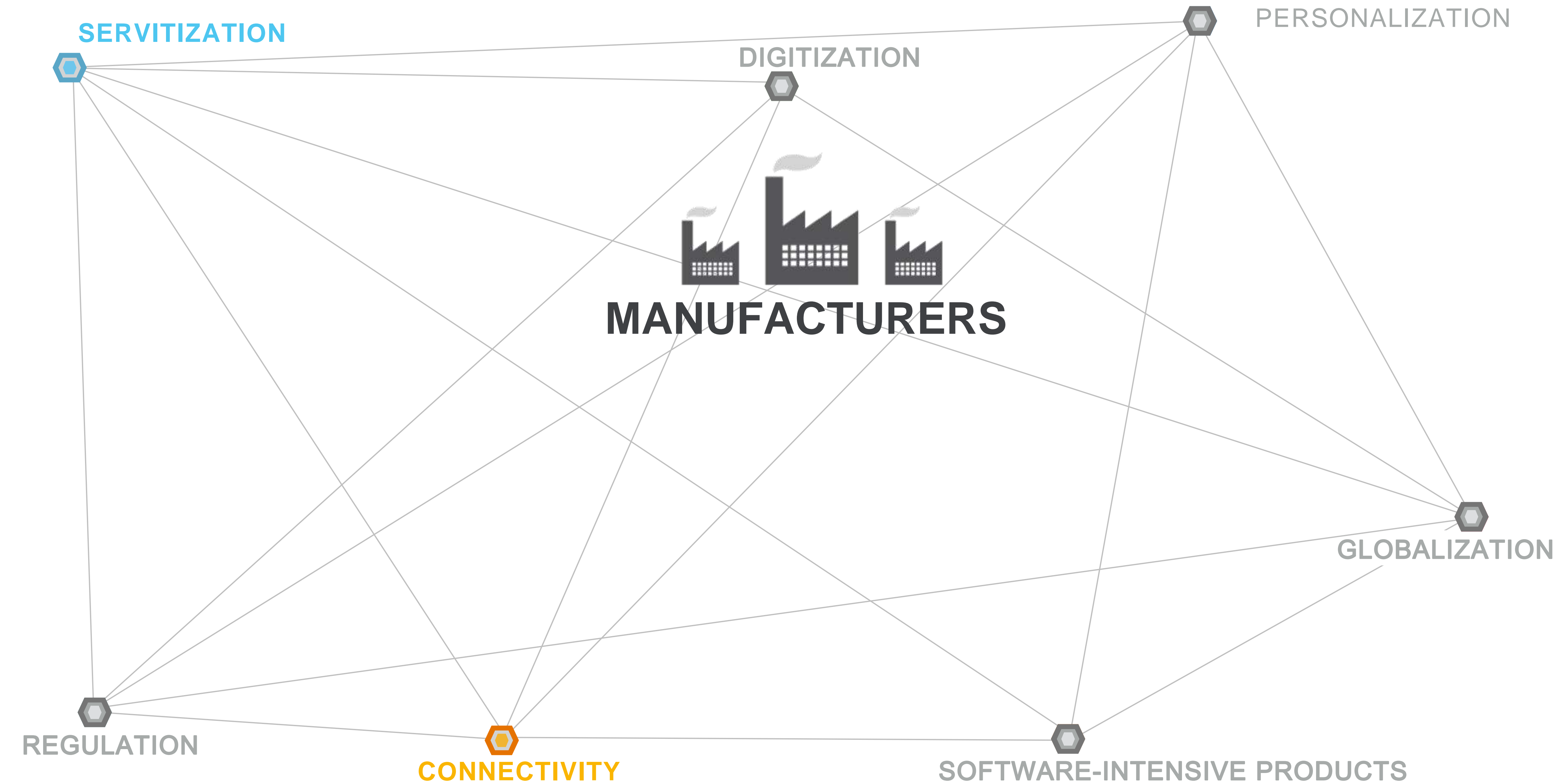


# Innovazione tecnologica e del modello di business: il caso Street Scooter

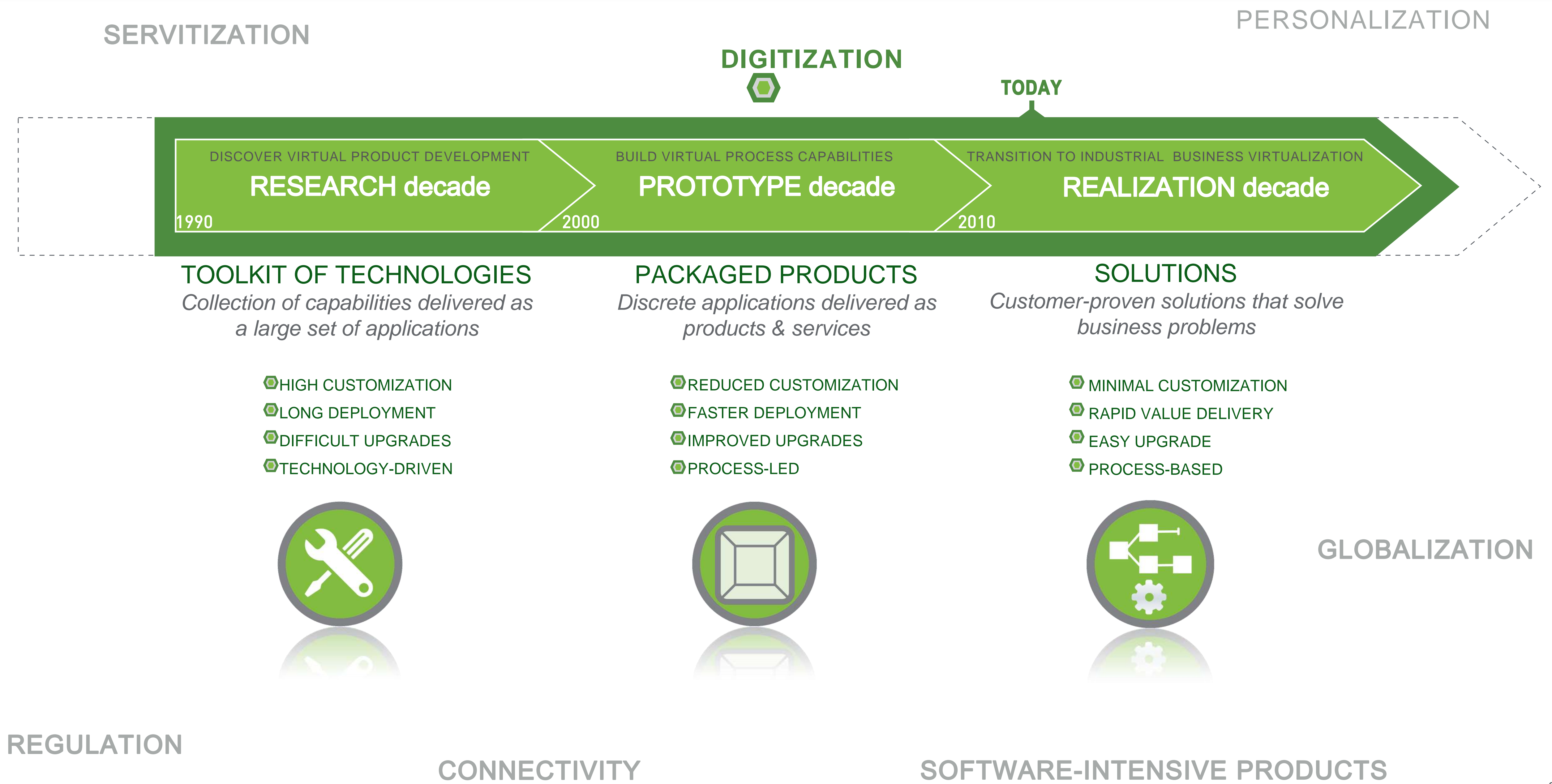


Mario Casoni

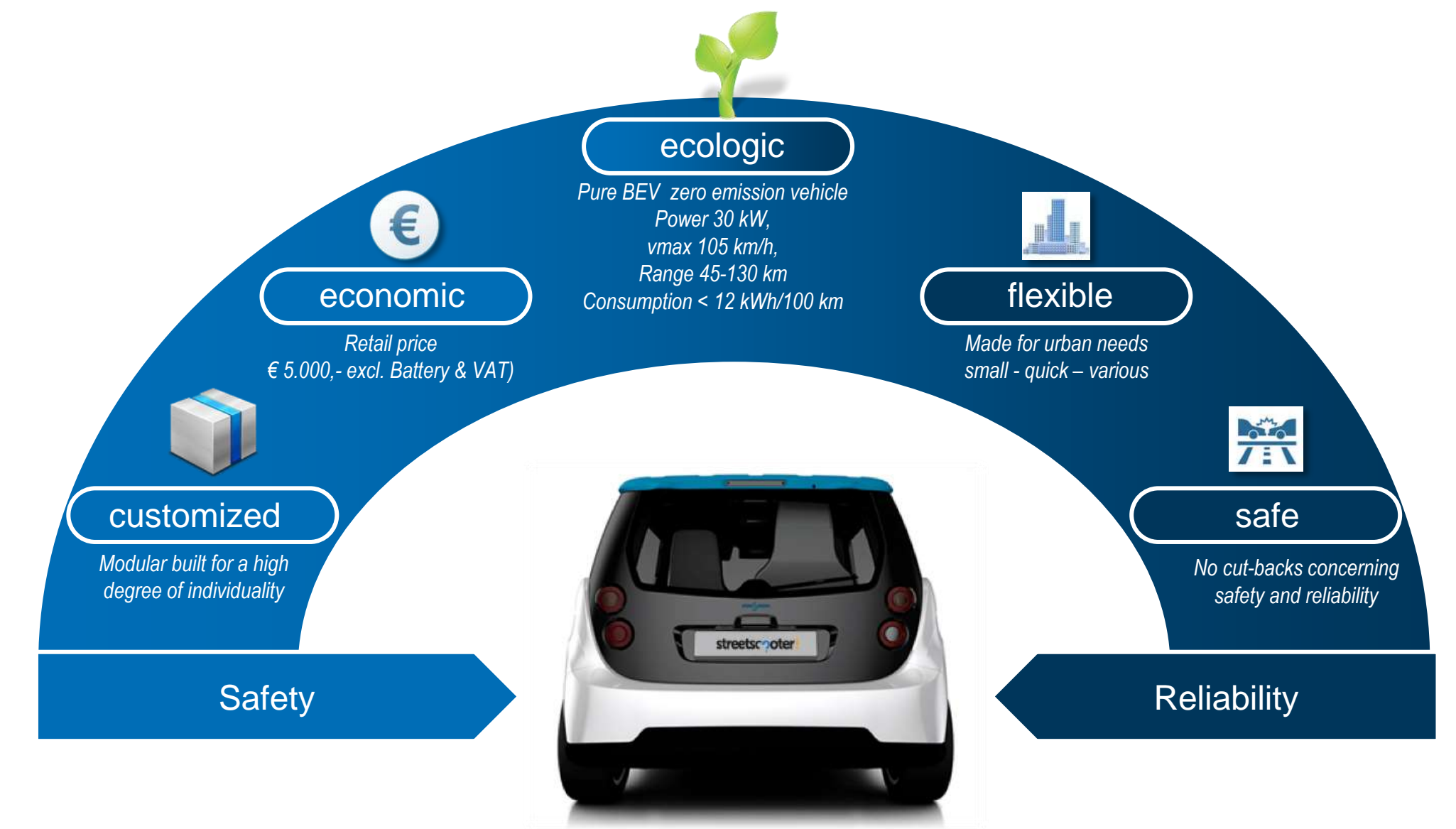
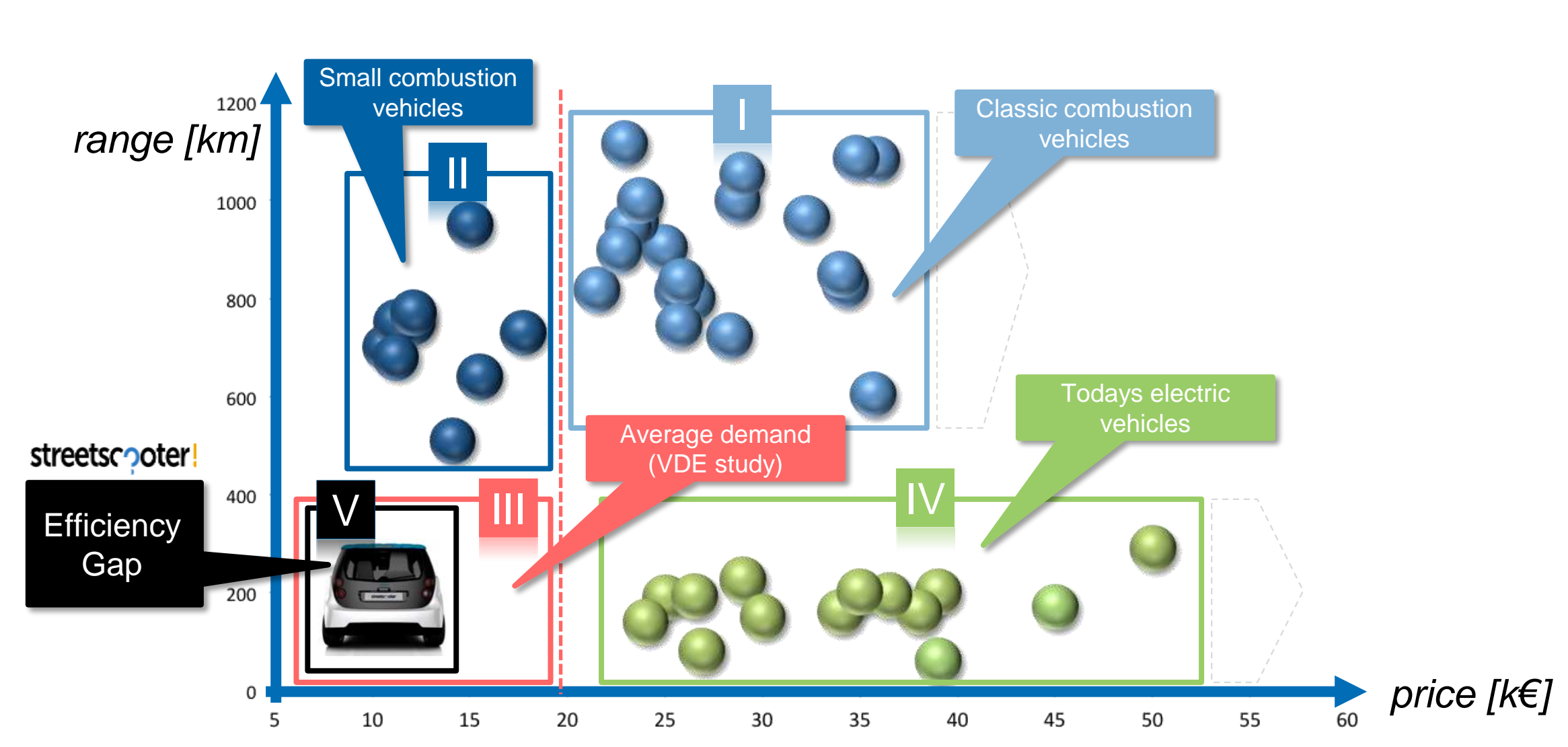
Business Development Director  
Western Europe





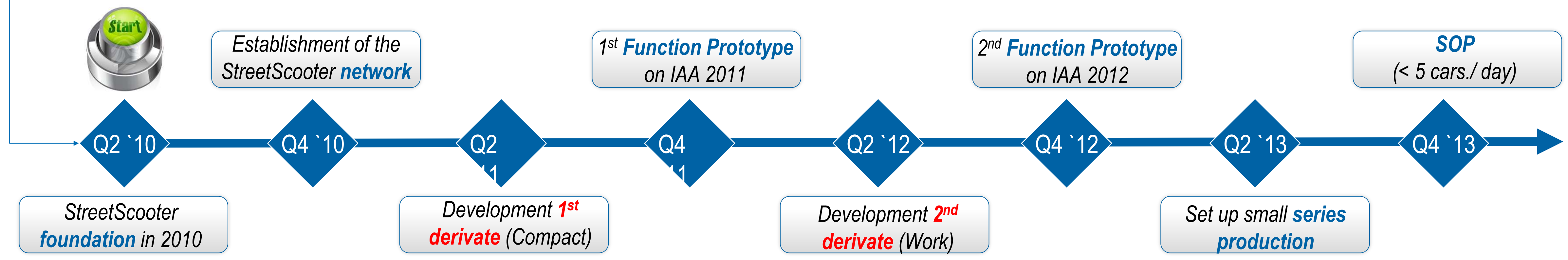


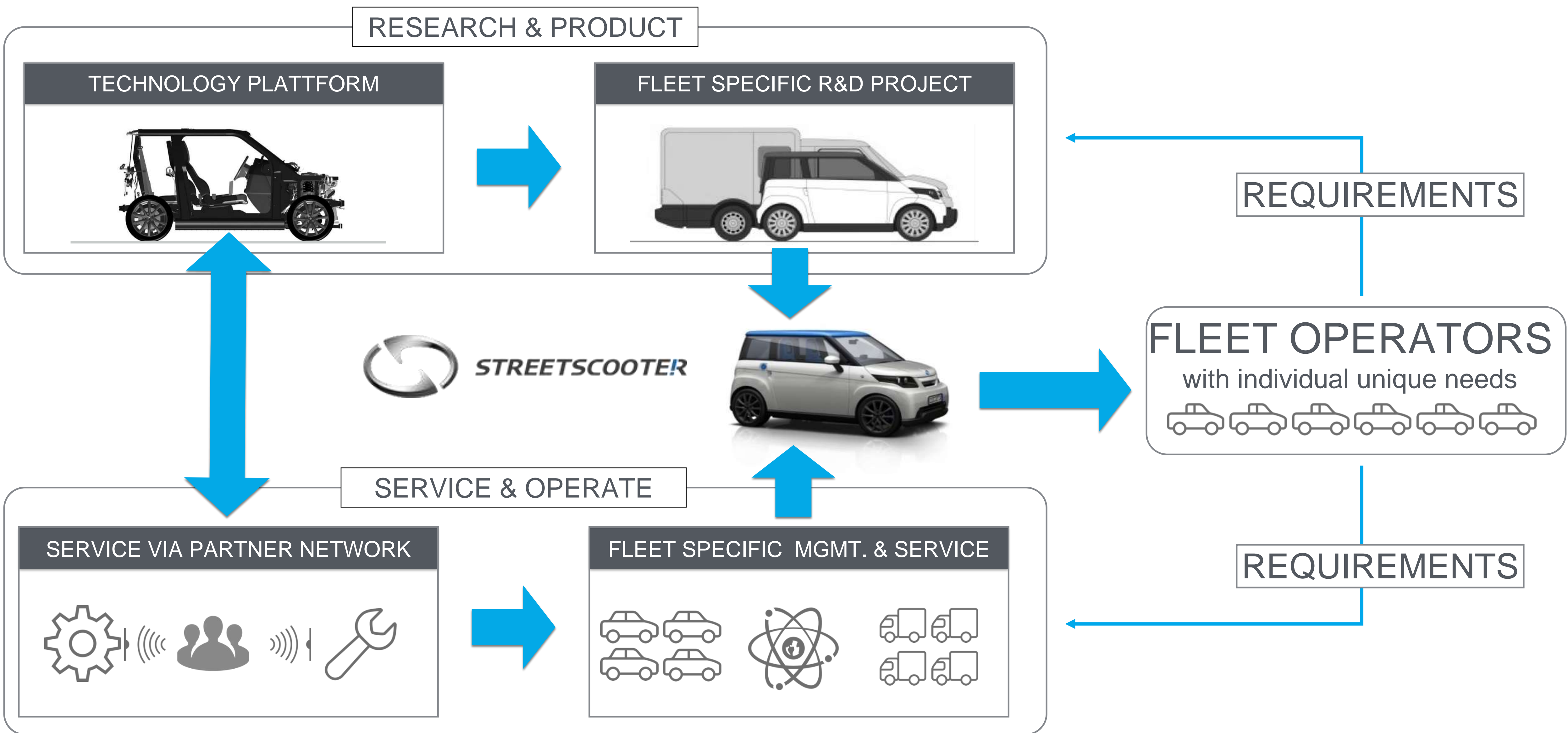
# StreetScooter timeline & key principles



## Timeline & Milestones

Foundation of StreetScooter to SOP in 3.5 years







# Step1 - Integrating critical heterogeneous authoring tools

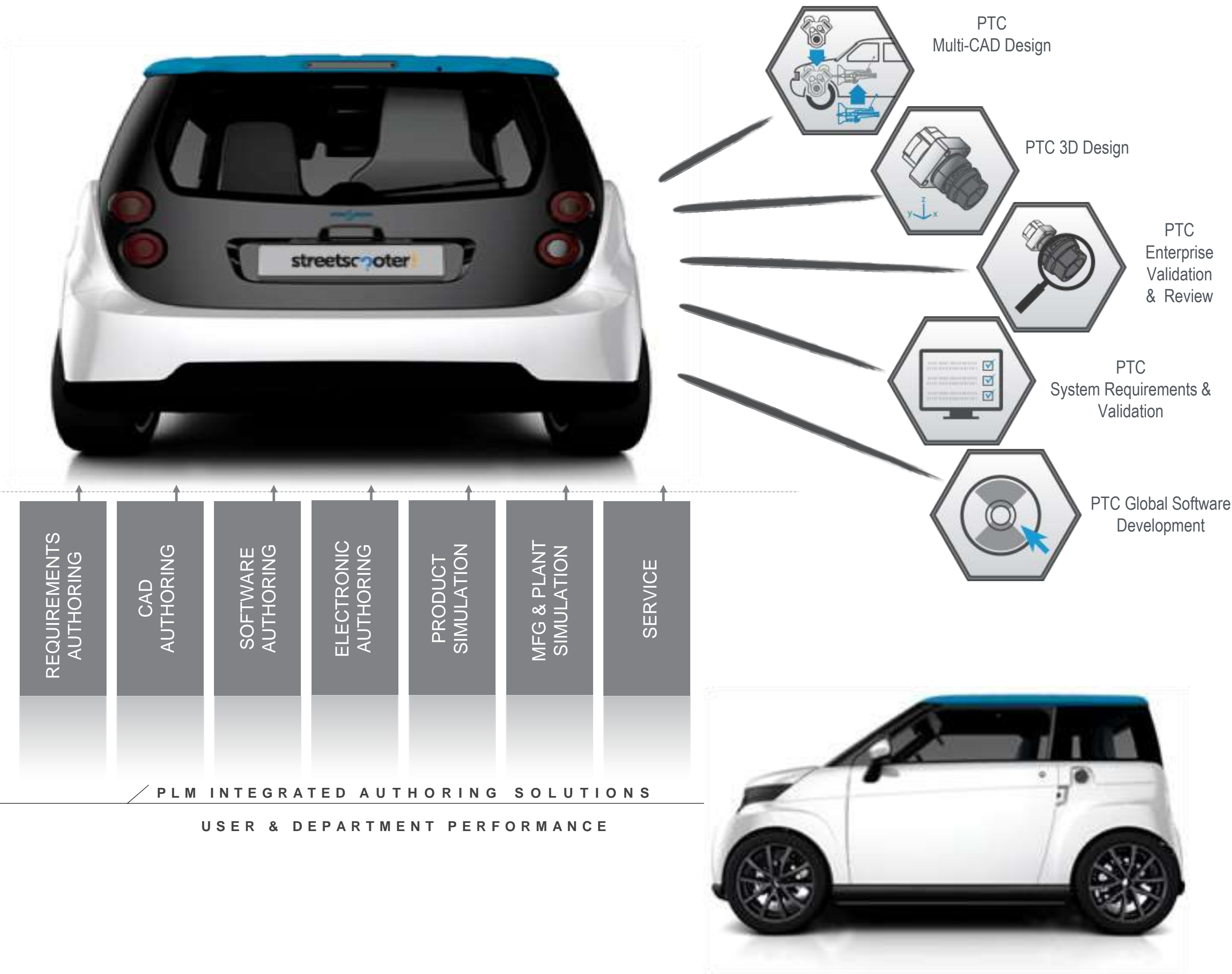
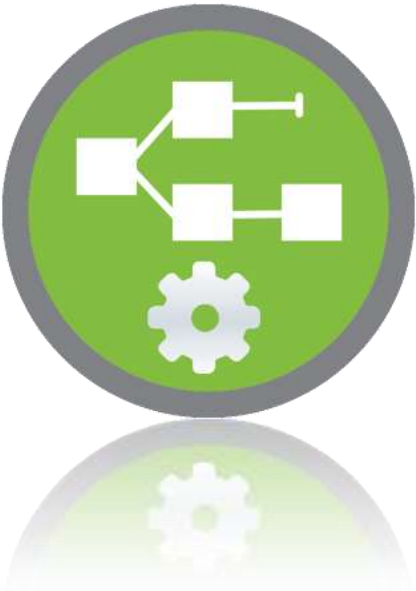
TODAY

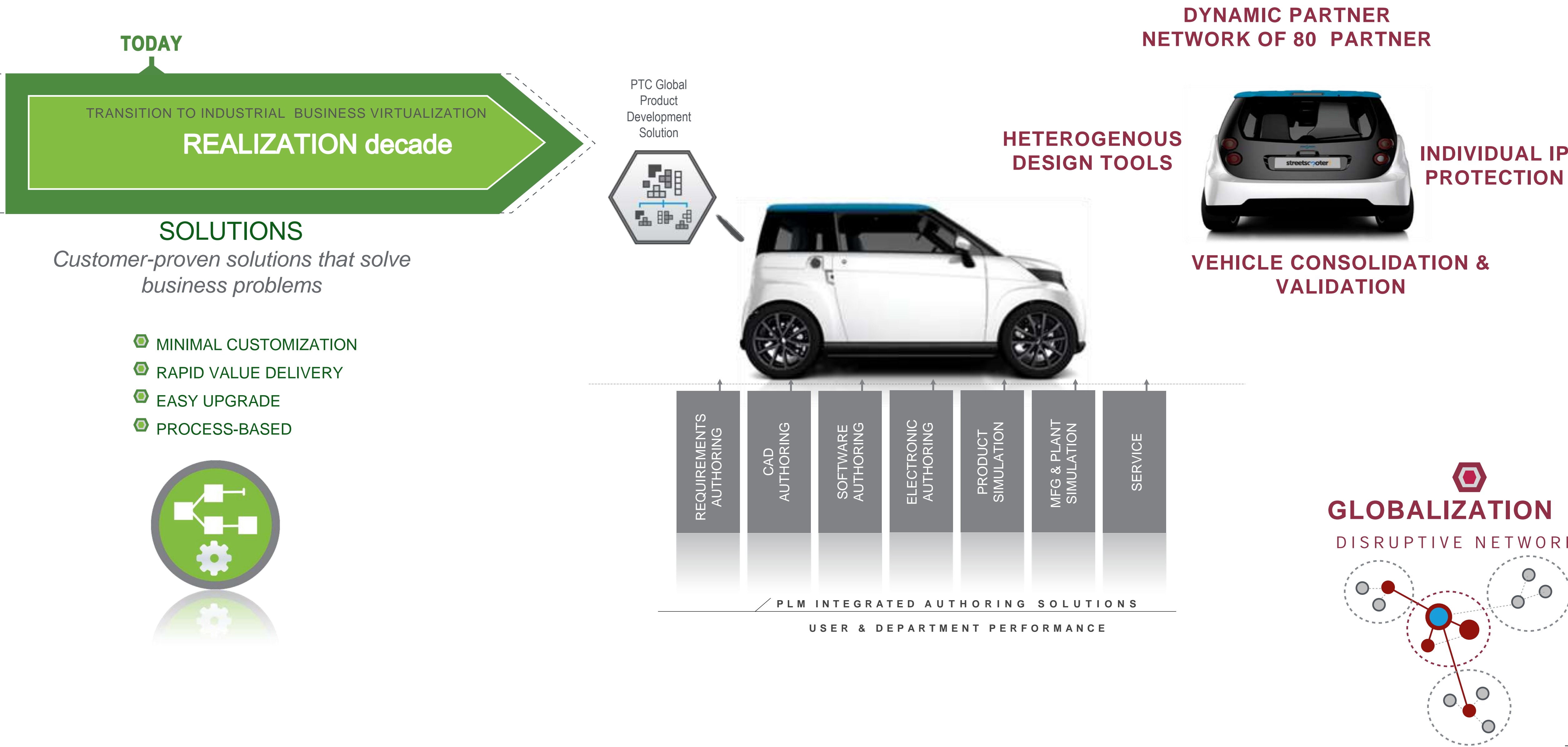
TRANSITION TO INDUSTRIAL BUSINESS VIRTUALIZATION  
**REALIZATION decade**

## SOLUTIONS

*Customer-proven solutions that solve business problems*

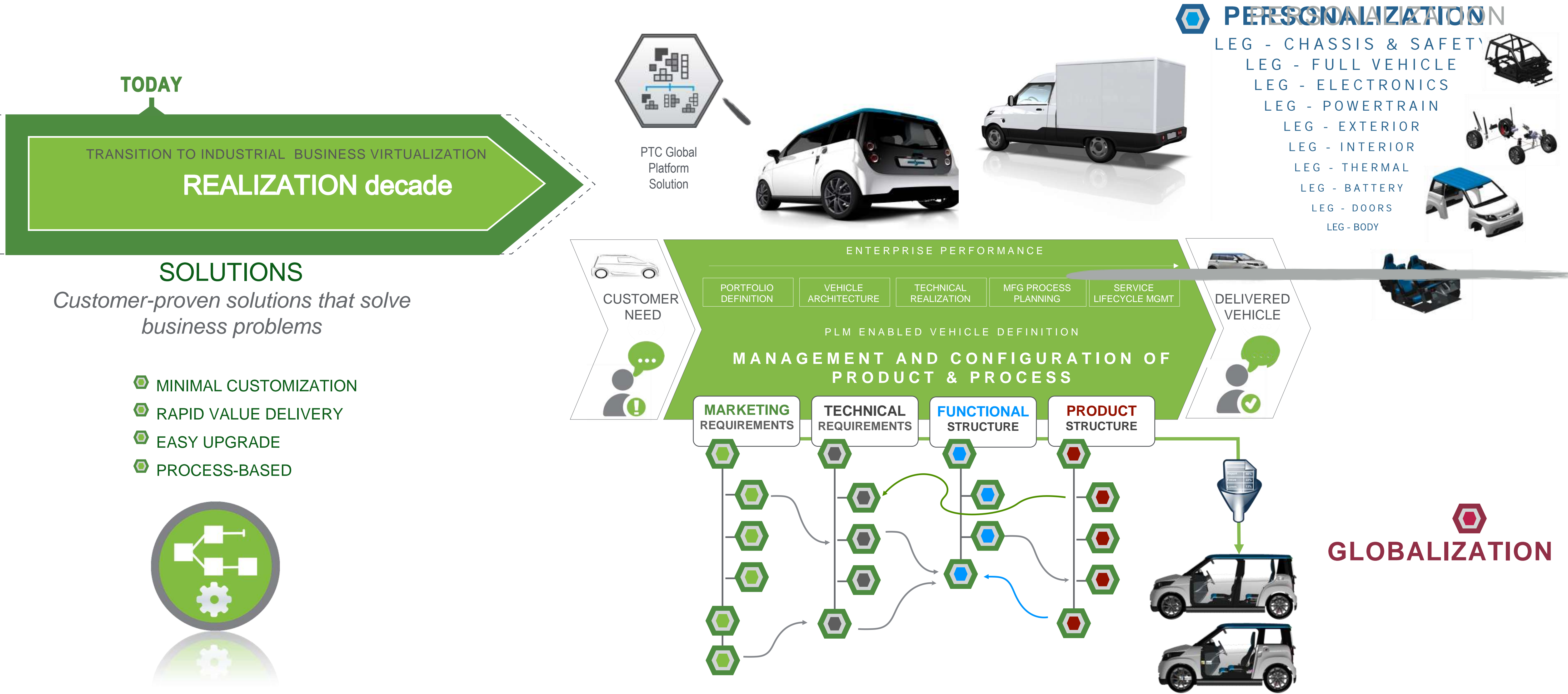
- MINIMAL CUSTOMIZATION
- RAPID VALUE DELIVERY
- EASY UPGRADE
- PROCESS-BASED





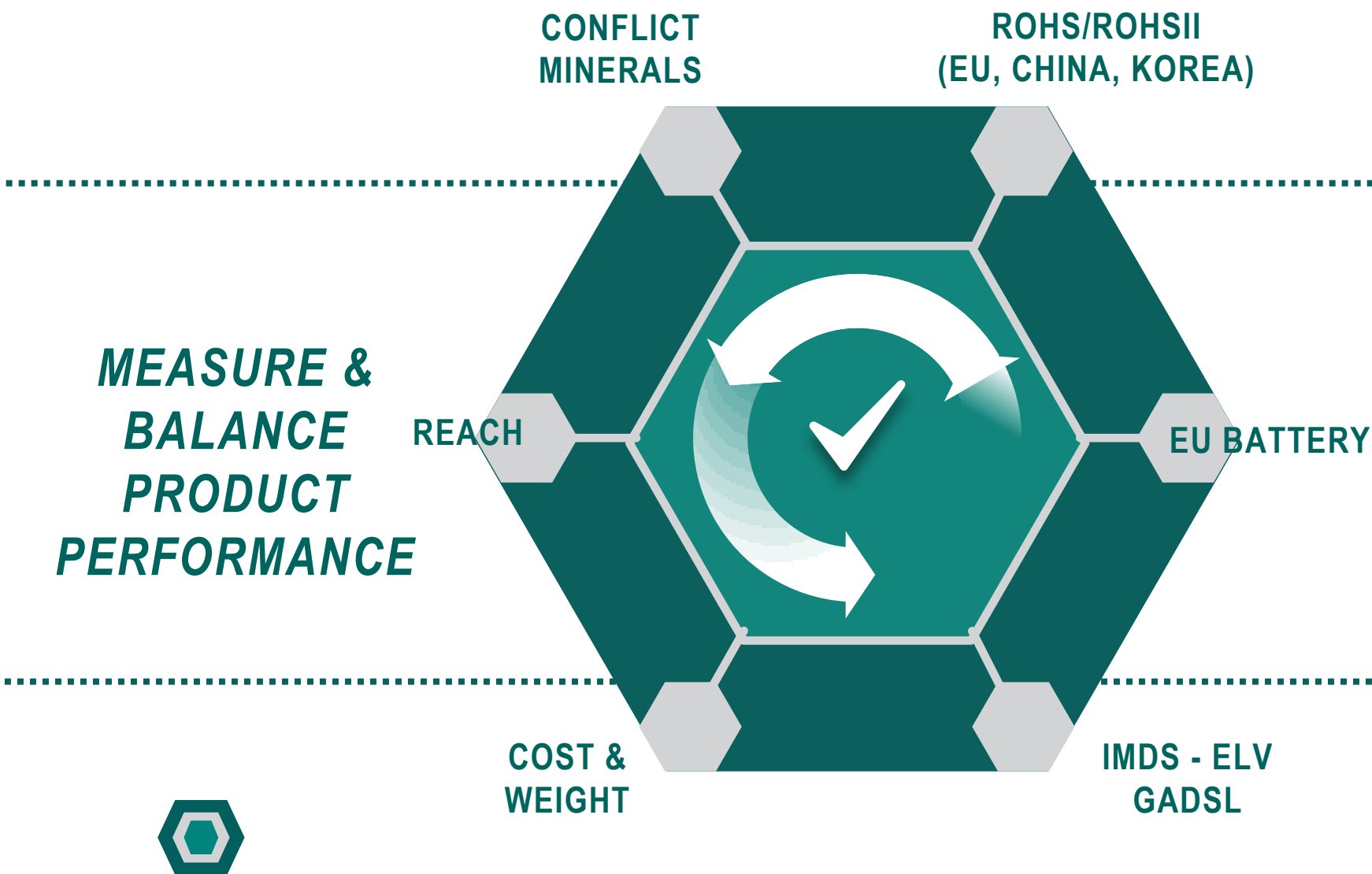
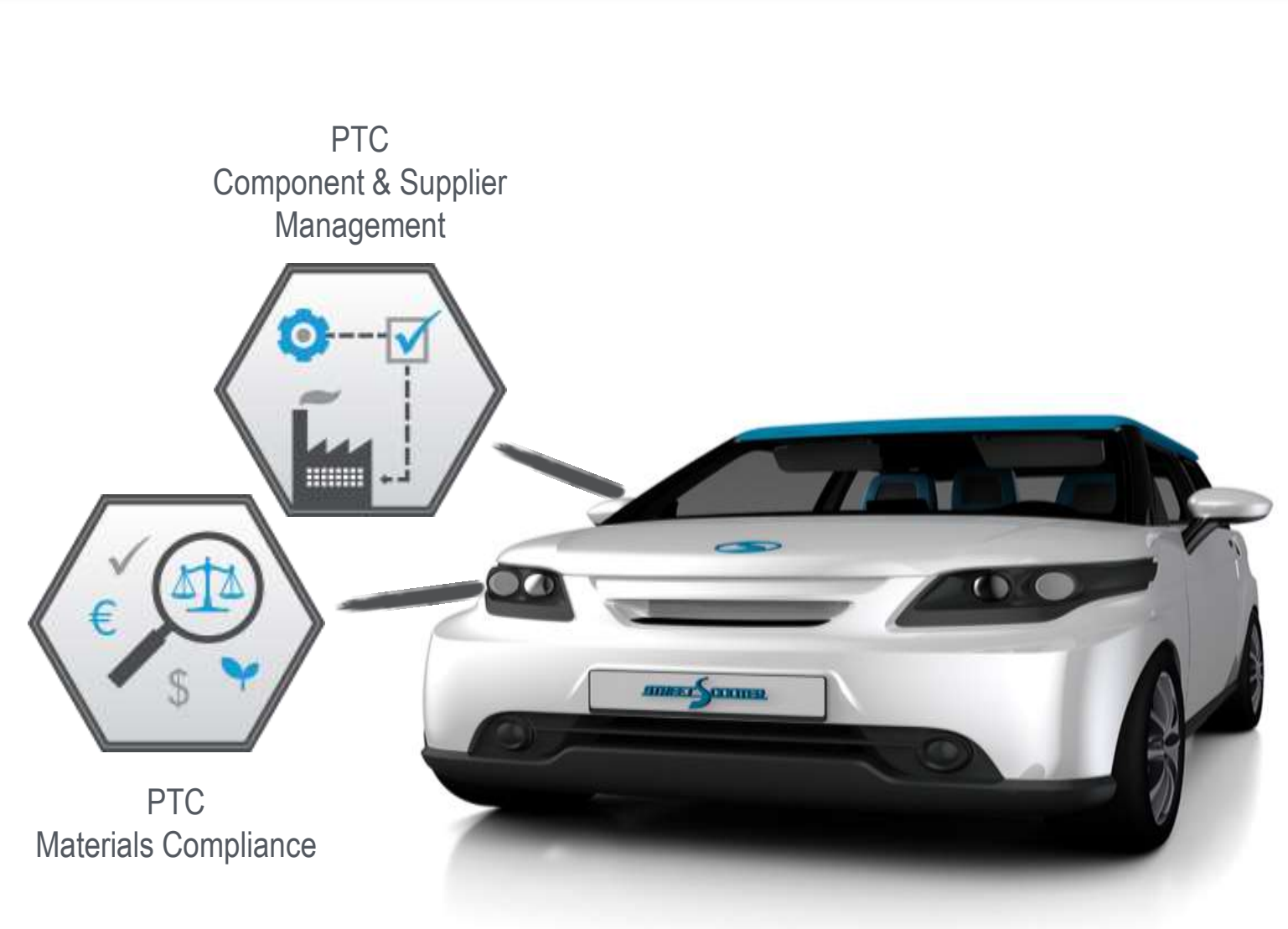


# Step 3: Modular product architecture

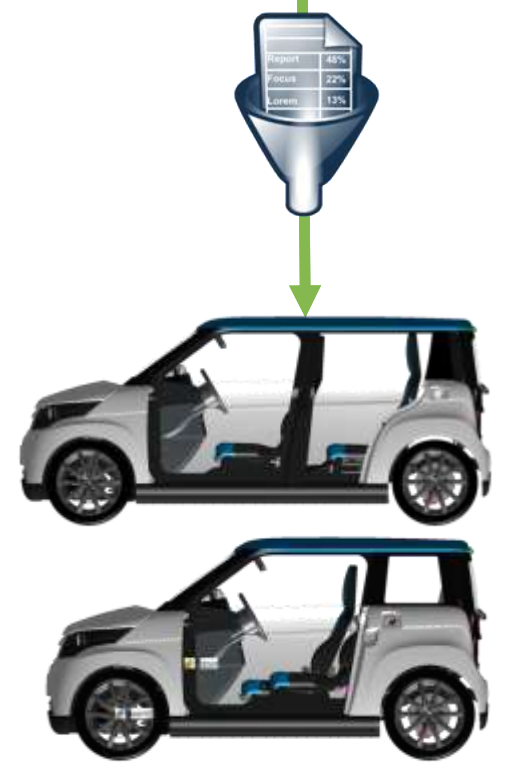
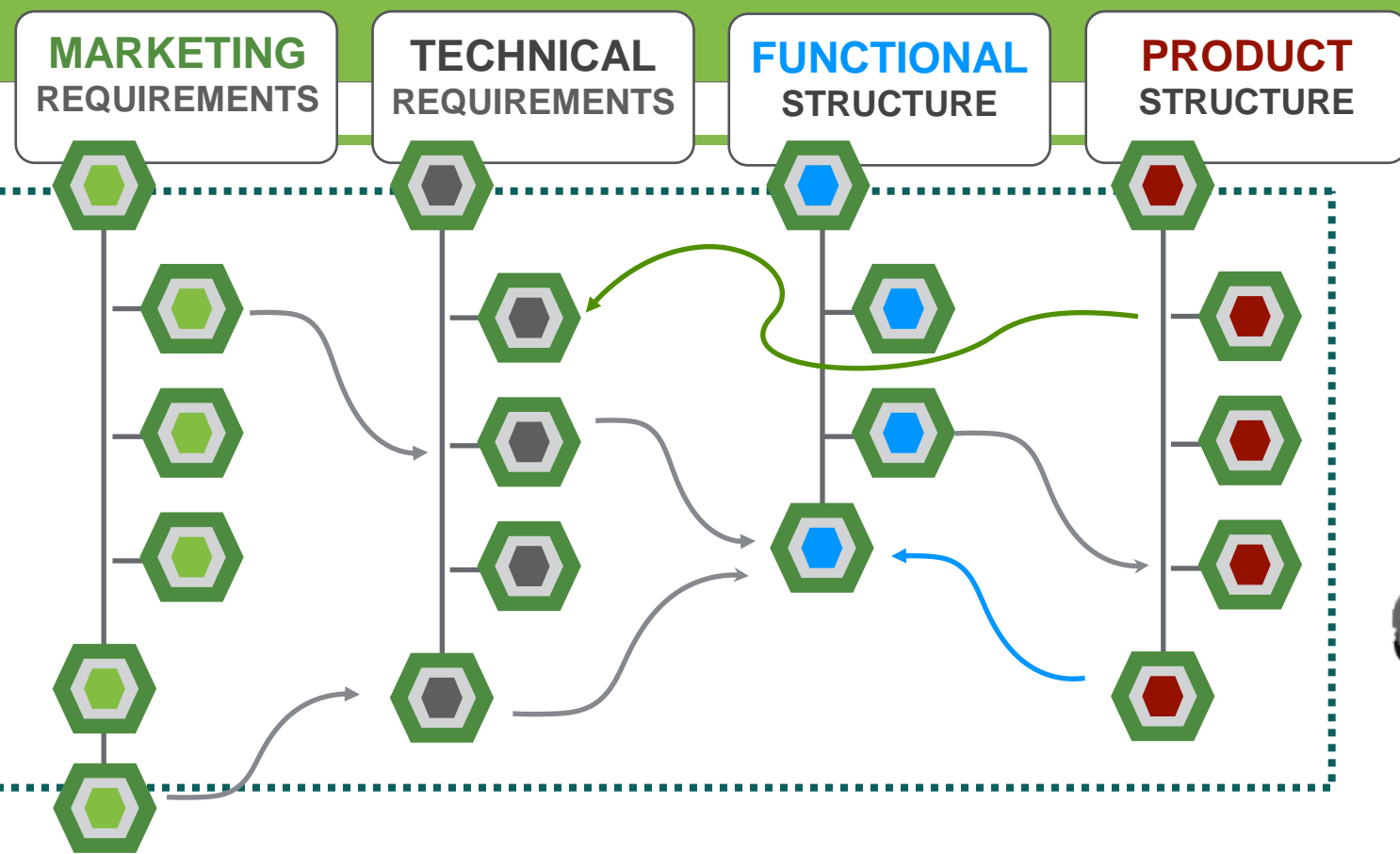




# Balancing product performance in „realtime“



**REGULATION**



**SOFTWARE-INTENSIVE PRODUCTS**

**GLOBALIZATION**

## A smart connected StreetScooter

### 30 installed sensors

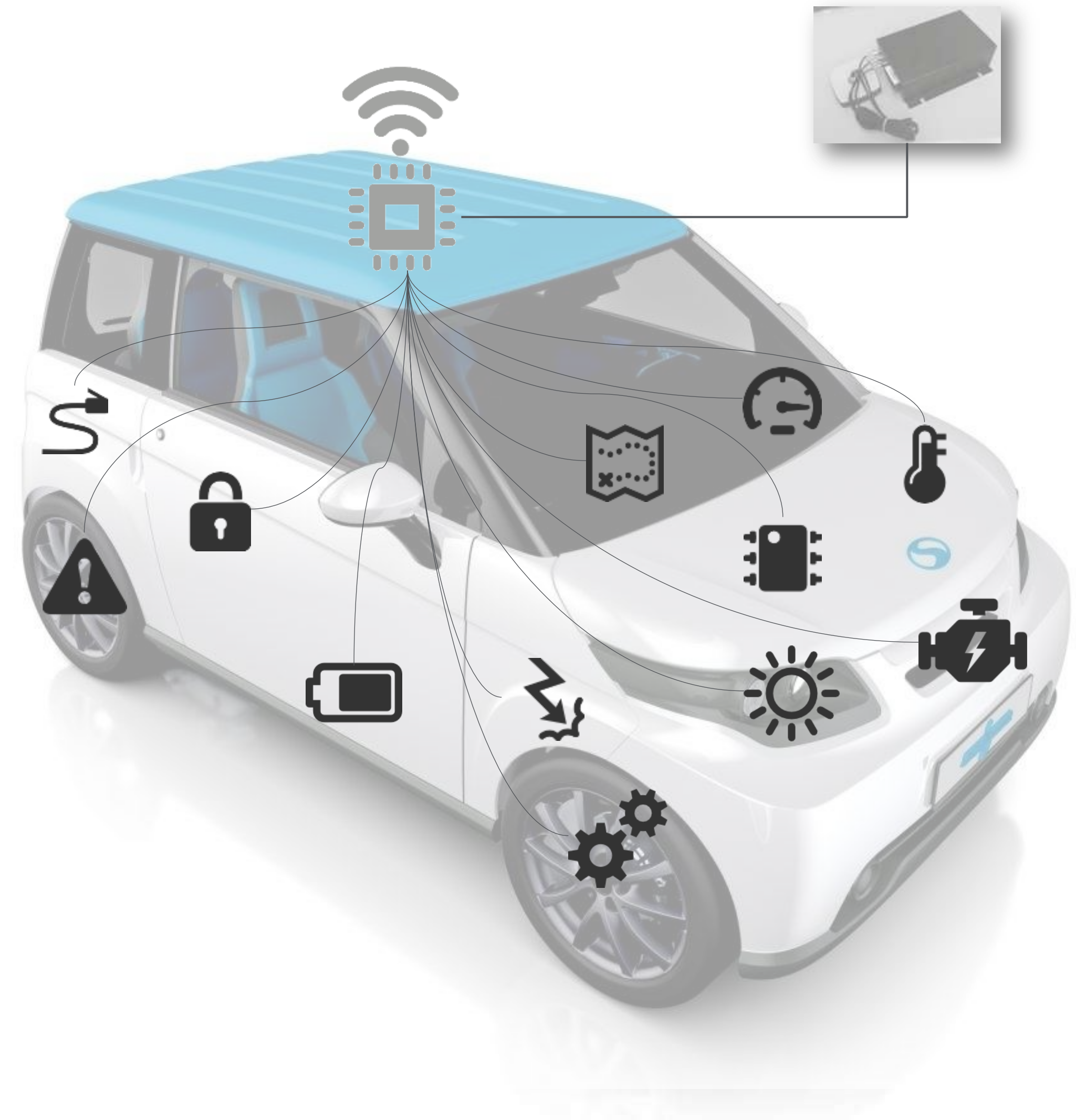
- connected via C2C box

### Real time connection

- WLAN, UMTS or GPRS
- transmission via XMPP

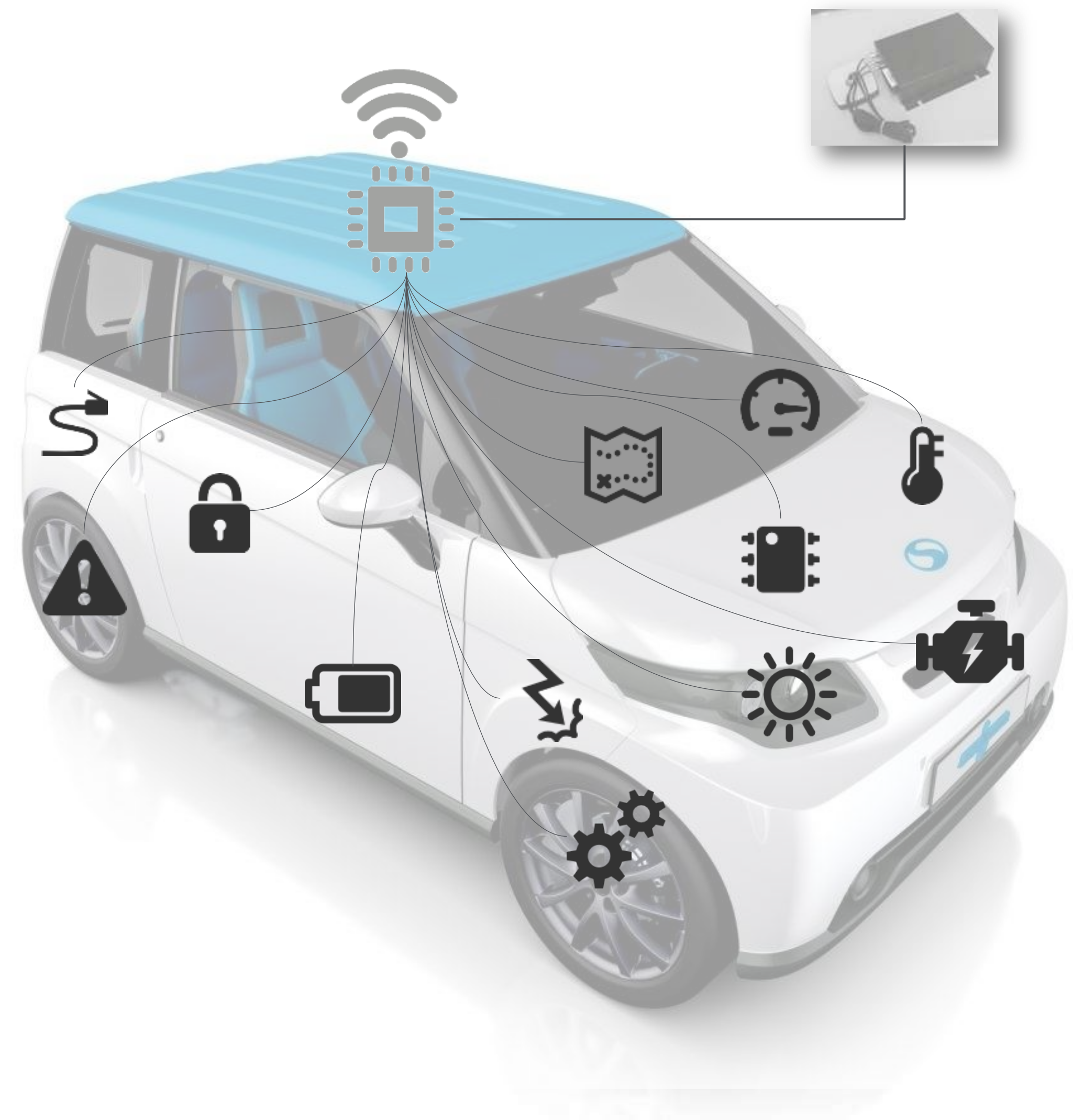
### Current signals

- 53 signals car to cloud
- 3 signals cloud to car

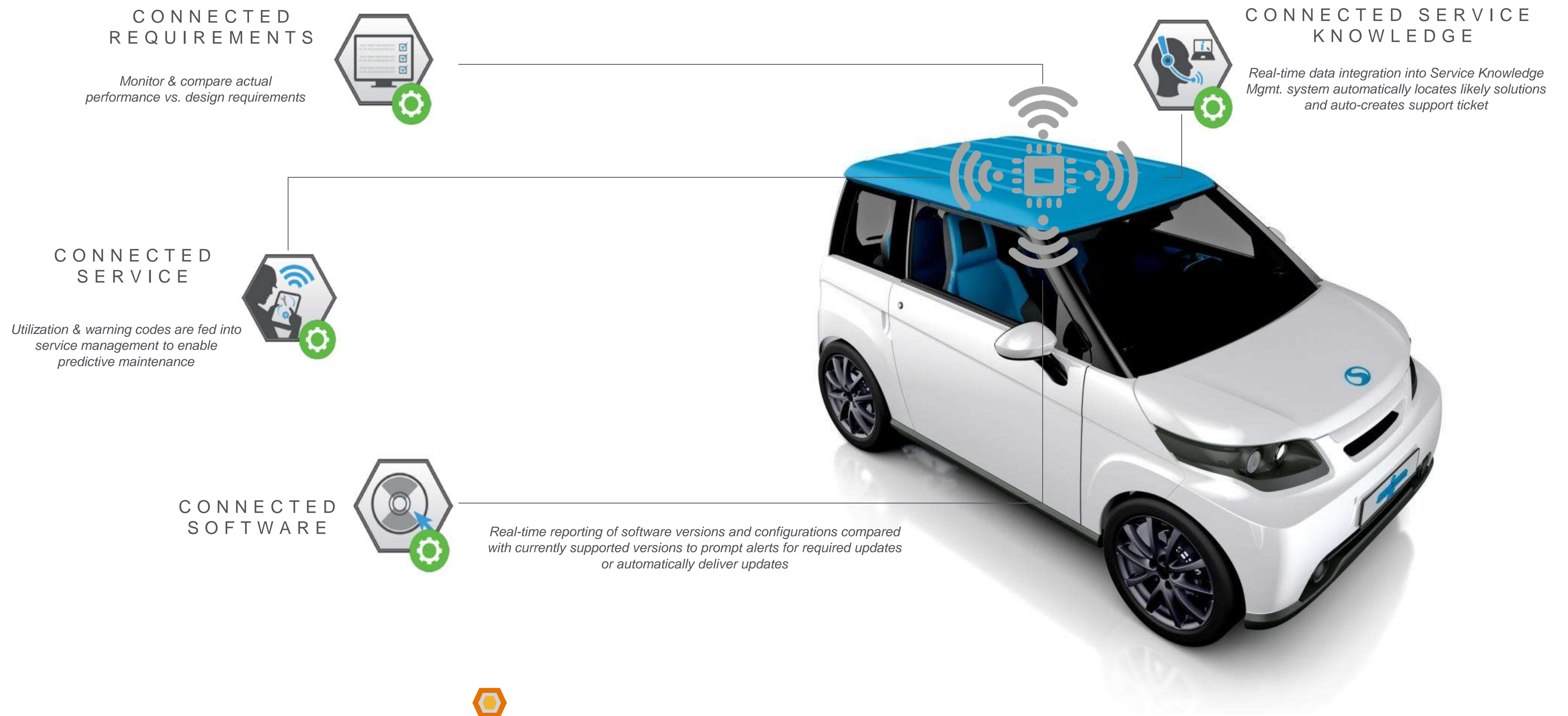




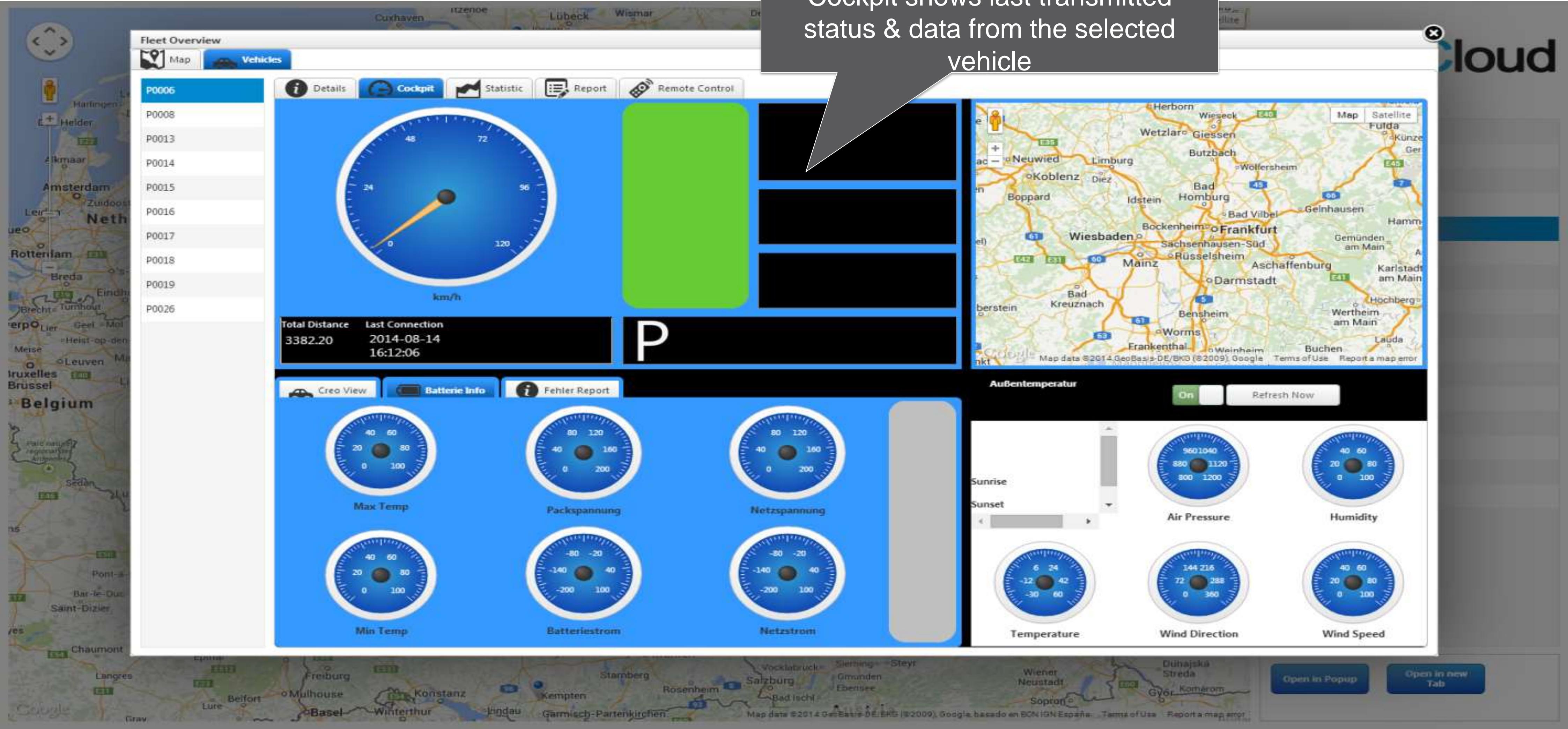
## A smart connected StreetScooter













# Thank You

**PTC<sup>®</sup>** **PRODUCT & SERVICE  
ADVANTAGE**

**Mario Casoni**

Business Development Director  
Western Europe