

World-Class, Policy-Based Keyless Access and Management for Vehicles and Shared Mobility

Mobile device-based keyless access is commonplace amongst modern vehicles. Many manufacturers have their own solutions offering the driver the convenience of locking/unlocking the vehicle on-site or remotely, coupled with some basic capabilities for setting driver access and in-vehicle preferences. Keystone by Irdeto takes the concept much further.

SHARED MOBILITY

Shared mobility is evolving at a rapid pace. This applies not only to car sharing in the automobile sector, but also within areas such as heavy transportation fleets and construction vehicles, as well as associated services such as vehicle insurance.

Consistent with Irdeto's view that connected vehicle security should be seen as a business enabler, not merely a cost, we have developed Keystone to help OEMs and fleet managers fully capitalize on these emerging shared mobility business models.

KEYSTONE OVERVIEW

Keystone is a policy-based vehicle access and safety solution that addresses the shared mobility problem of efficiently and securely managing various usage scenarios and drivers across heterogeneous devices and vehicles.



Profitability

Drive new business models in vehicle sharing, rental, insurance and others.



Flexibility

Efficiently create, transfer and revoke vehicle access for multiple users at any time.



Security

Defense in depth security by Irdeto ensures that vehicle access and usage policies cannot be compromised.

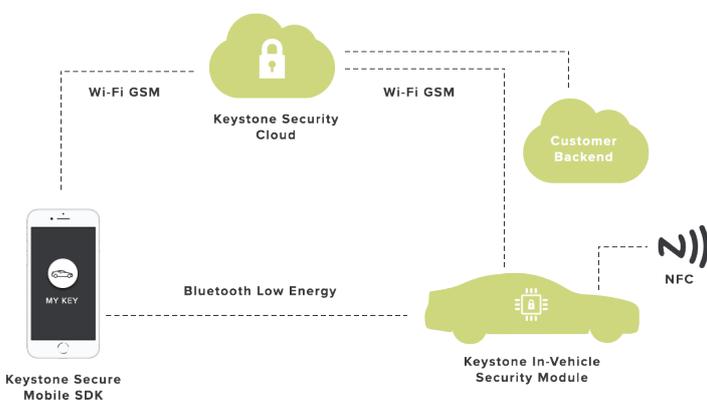
DRIVING PROFITABILITY

Traditional vehicle rental, whether it be cars, vans, trucks or construction equipment has become commoditized – where price is the sole differentiator. The era of the connected vehicle allied to the abundance of cloud-based services is shifting this paradigm. Now, fleet management businesses are looking for ways to compete on agility, flexibility and cost visibility instead of price. This way, they can create new pricing models that are not merely tied to utilization estimates and repair costs.

With Keystone:

- Lost keys - a major down-time cost in any type of fleet business are a thing of the past.
- Repair costs and depreciation are reduced by integration with systems that incent the driver to perform daily checks and report any damage.
- Similar incentive programs ensure that customers are transparent and proactive about when the vehicle or equipment is ready to be picked up, thus increasing utilization and revenue.
- Rapid vehicle / equipment hailing helps customers to obtain what they need.
- Insurance tailored to the user according to driving experience, profile, hours, geolocations and so on.

Also, as OEMs build specific functionality into their vehicles to cater for shared mobility, Keystone serves as a prominent brand/model differentiator.



AGILITY THROUGH FLEXIBILITY

In order to support these new highly-agile business models, the 'multiple drivers-devices-vehicles' need must be met along with highly-adaptable integration to the necessary cloud-based backend systems.

Keystone enables:

- Vehicle / equipment access and usage policy management tailored to individual users.
- The creation, transfer and revocation of digital vehicle access keys.
- Direct sharing of the keys between users' mobile devices without the need for internet connectivity.
- Smart phone-based vehicle access (iOS and Android).
- Customization of the in-vehicle experience to the user's preferences.
- Integration with the appropriate backend systems for reporting, billing, usage analysis and profile updates.
- Integration with existing OEM vehicle keyless access systems, differentiating them from the competition.
- Choice of cloudless, on premises or a managed service deployment.
- The option to use Keystone's very own mobile app – expertly designed to be intuitive, efficient and easy-to-use.

IRDETO SECURED

Keystone is underpinned by Irdeto's defense in depth security architecture which:

- Protects mobile applications at runtime against tampering and reverse engineering.
- Securely stores relevant data.
- Encrypts all communication channels between the vehicle, mobile app and cloud service, using Irdeto's industry-leading whitebox cryptography.
- Reports security events to the vehicle or keystone cloud service to enable proactive threat detection and vehicle access key monitoring.