

# DIGITAL ECOSYSTEM AND PLATFORM ECONOMY IN THE AUTOMOTIVE AFTERMARKET

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## OUR COMPETENCIES AND SOLUTIONS

- Methods and reference models for digital ecosystems and platform economy
- Software architecture
- Technology evaluation and selection
- Digital design and User Experience engineering
- Data security
- Data structuring and management as well as studies
- Design and development of prototypes for the validation of business ideas and technical concepts

## YOUR BENEFITS

- Holistic approach to digital ecosystems and platforms
- Integration of economic, technical, and legal aspects at the level of the entire ecosystem
- Experience gained from many domains and other digital ecosystems
- Goal-oriented structuring of an ecosystem and incremental development of a platform as the core of digital ecosystems
- Support in numerous software and ecosystem engineering topics

## WHAT IT IS ALL ABOUT

With the support of Fraunhofer IESE, Caruso GmbH has developed its open and neutral data and service marketplace for the automotive aftermarket. With its expertise in digital ecosystems and platforms, Fraunhofer IESE has been on board right from the start as a neutral and strategic technology consultant.

Caruso is an open and neutral data marketplace. It enables new business models and mobility services for all current and future actors in the automotive aftermarket. It creates all the prerequisites for making dynamic automotive data accessible to the digital, networked world. The digital transformation of the automotive aftermarket is gaining ground and offers real opportunities for all those who want to be part of this market now and in the future. In the modern, digital world, the traditional value chain is turning into a value network. As a platform, the Caruso data market place offers the possibility to establish a digital ecosystem in order to create such a value network. This is why Caruso does not only have an eye on the parts industry, but also on complementary segments such as trade, insurance companies, and fleet and leasing companies.



Thanks to its experience with the topic of Digital Ecosystems, its pragmatic approach, and especially its neutrality, Fraunhofer IESE is a very important technology partner.



Alexander Haid  
Managing Director  
Caruso GmbH



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## THE CHALLENGE

Initiating and establishing a new digital ecosystem and building its central platform means mastering numerous challenges:

- Elaborating the concrete ecosystem- and platform idea based on an initial vision
- Coordinated design of business model, technology, and legal aspects
- Designing the fundamental concepts of the platform and the marketplace
- Convincing various industries and companies of the benefits of participating in the ecosystem
- Attracting the first partners for the ecosystem to act as ambassadors
- Continuously monitoring the environment and the competitors
- Designing the User Experience and the user interfaces of the marketplace
- Designing the security concept, including, in particular, the fulfillment of the requirements of the General Data Protection Regulation (GDPR)
- Selecting basic technologies
- Structuring the core contents as a basis for trading via the platform; in the case of Caruso a data catalog
- Connecting partners with the platform and integrating them into the ecosystem

## THE SUPPORT

Fraunhofer IESE has been providing support to Caruso since the beginning of 2016. In the phase prior to the official founding of the company, Fraunhofer IESE's support consisted of helping to design the ecosystem and platform vision and to gradually make it more concrete and understandable for different target groups. Along the way from the initial idea to the company Caruso, Fraunhofer IESE helped to overcome the numerous challenges.

Caruso is growing continuously as a company, and Fraunhofer IESE is providing the appropriate support. This currently includes the initial development of future-oriented concepts, such as:

- Technology evaluations and selection recommendations as part of a "Buy and Build" strategy as well as testing of fundamental concepts in various target technologies
- Distributed management of consent to data processing to meet the requirements of the GDPR in the context of a data exchange platform
- Prototype of a service execution platform with high requirements on data protection and visibility for the trusted analysis of data with several participating companies

In 2017, Fraunhofer IESE conducted and published a study on behalf of Caruso to elicit the needs of data consumers and to investigate which quality features are demanded of the data. In order to provide optimal support, the Fraunhofer team always integrated itself into the Caruso team in the best possible way and got proactively involved with sound solution proposals. Short decision paths, fast and careful implementation of the tasks, as well as very high flexibility proved to be hugely valuable contributions for Caruso on their way to becoming a lively marketplace.

In the future, Fraunhofer IESE will continue to contribute its holistic expertise in software engineering, digital ecosystems, and platform economy to Caruso.

## THE RESULT

The platform and the ecosystem around Caruso are growing steadily. Caruso is connecting more and more partners on its data marketplace and enables secure and efficient exchange of telematics data from vehicles for completely new business models. With its support, Fraunhofer IESE has made a significant contribution to Caruso's success and will continue to help the company grow strongly and score points with innovations.

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