

On the road with Cubic Telecom

POWERING THE CONNECTED CAR REVOLUTION

squire technologies

 cubic telecom

Introduction

Cubic Telecom is a world leading IoT software and connectivity management provider. They help automotive brands connect and monetize their fleets on a global scale. At the cutting edge of today's automotive revolution their innovative connected car technology has experienced rapid growth through partnerships with several leading automotive brands including Audi, Volkswagen and Skoda.

In recent years Cubic has moved away from focussing on purely the OEM branded retail market, and more towards the IOT software defined network space, predominantly from an automotive perspective.

The move towards connectivity intelligence and management via cloud based software platforms has demanded investment in their core network. This led Cubic to turn to Squire Technologies to provide scalable alternatives to end-of-life core network equipment and most recently, a flexible GMSC solution that would future proof the network, providing it with scalability and additional features aimed at their automotive IoT market.





The Technology

Cubic's global connectivity solutions provide carmakers with a range of data services, including telemetry and infotainment. Over-The-Air (OTA) provisioning and updates simplify in-car connectivity management for the manufacturer and continuously improve the customer experience.

Cubic's end-to-end service, from connectivity and compliance at the point of manufacture to continuous improvement and innovation driven by data insights fast-tracks and future-proofs transformation in the automotive industry.

Combining connectivity via innovative Multi-IMSI SIM technology embedded in the telematics control unit (TCU), with centralised management from their PACE Platform, Cubic makes it easier to manage next-generation connectivity and offer advanced analytics to generate new customer propositions and revenue opportunities.

Manufacturers also have the opportunity to collect valuable diagnostic data on the vehicle's performance and engineering status, and to provision additional model options that can be made available to the vehicle owner.

Pioneering Multi-IMSI SIM Card Technology

Seamless connectivity and affordable, flexible rates for data via proprietary SIM's that are designed to meet application specific requirements, that provide connectivity embedded at the point of vehicle manufacture.

Global Mobile Operator Partnership

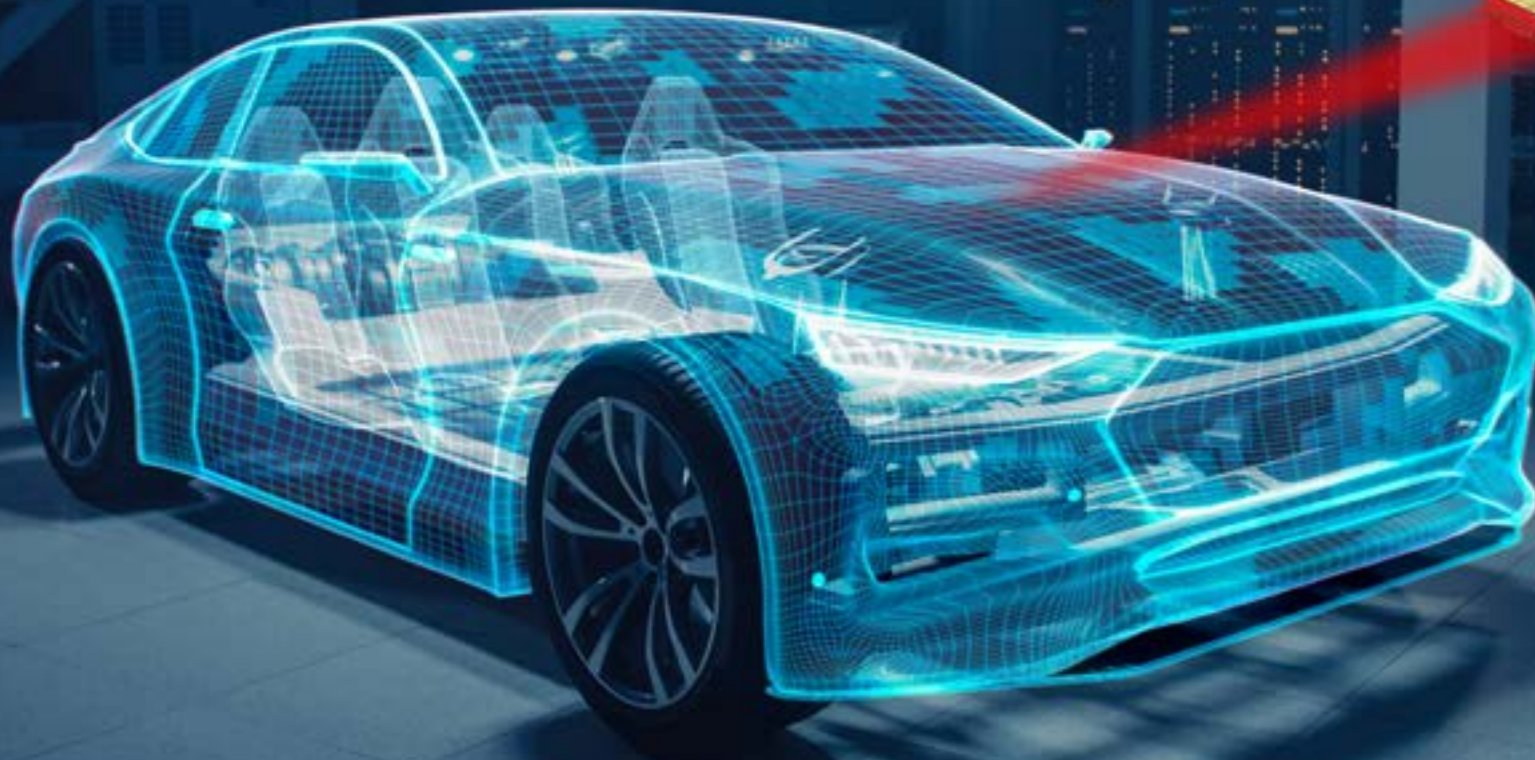
Scalable network that spans 190+ countries and over 80 mobile operators provides customers with reliable high speed connectivity on the move at predictable cost-control as they surf the web.

Intelligent Cloud Based Platform

Single point of control over applications and content with provisioning and updates Over-The-Air (OTA) provides business opportunities for automakers via connectivity services and to collect data on vehicle performance.

Uninterrupted Data Connectivity

Reliable rapid connectivity redefines the experience for drivers and passengers, bringing living room luxury and convenience to the car. Check email on laptops, listen to music or stream a movie to a tablet.



“The connected car promises us improved safety on our roads, the opportunity to boost productivity, a reduction in insurance premiums, and to help drivers and passengers make the very most of their time”

State of the art software management platforms sit directly on top of the core network layer, providing Cubic's automotive customers with the unique ability to maintain a single point of control over connectivity, content and software applications available in the vehicle.

The advanced Multi-IMSI SIM card technology allows automakers to enable key services and local content via split billing and location based usage, as well as provision Over-The-Air software updates on a global scale while accounting for market-by-market regulations and rules.

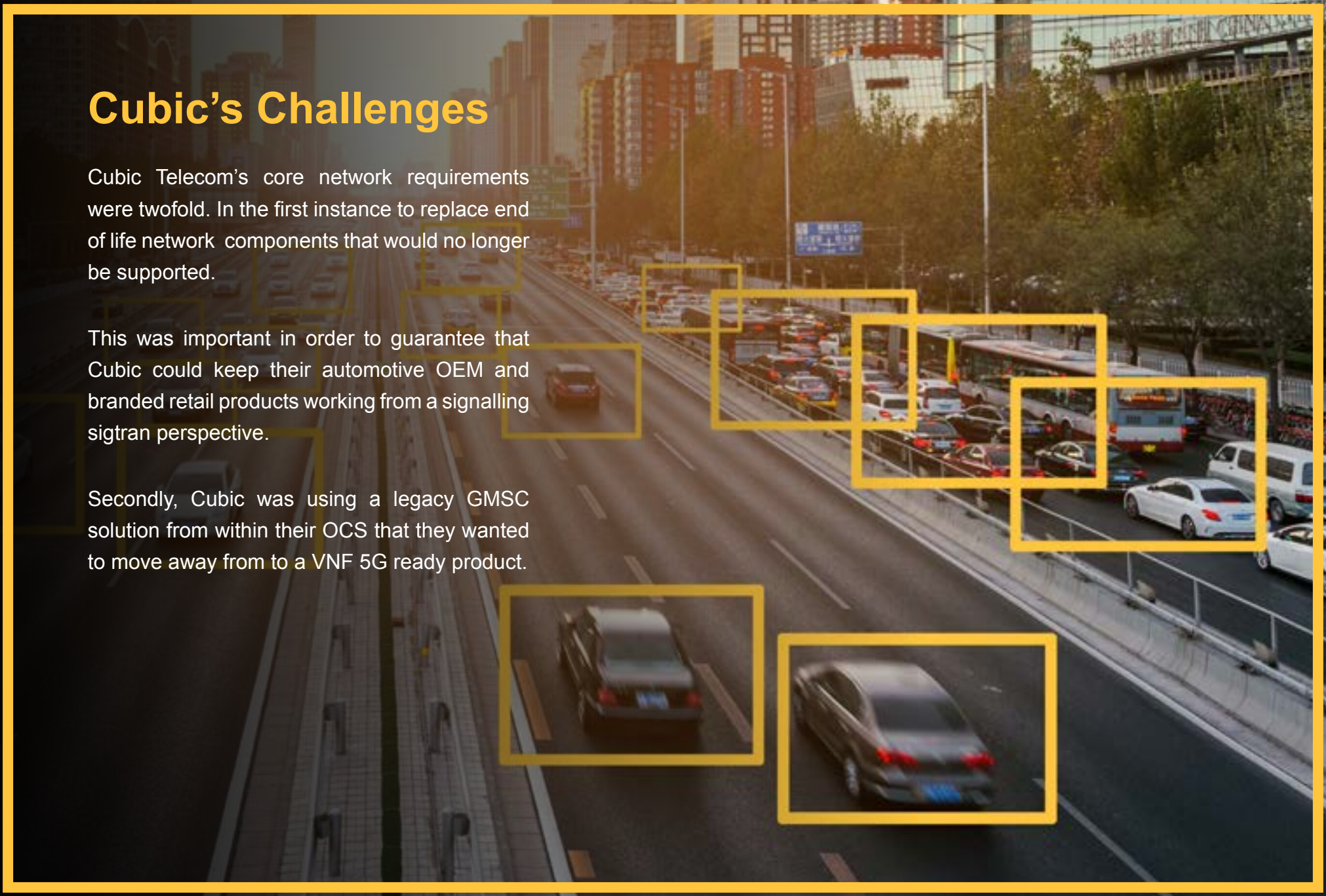


Cubic's Challenges

Cubic Telecom's core network requirements were twofold. In the first instance to replace end of life network components that would no longer be supported.

This was important in order to guarantee that Cubic could keep their automotive OEM and branded retail products working from a signalling sigtran perspective.

Secondly, Cubic was using a legacy GMSC solution from within their OCS that they wanted to move away from to a VNF 5G ready product.



The Solution

With a proven track record of network transformation and migration from legacy end-of-life products, Squire Technologies enabled Cubic to keep their automotive OEM and branded retail products working, while providing them with 5G, IOT ready SDN infrastructure that allowed for rapid growth in their network.

Cubic Telecom's Network Engineering Manager Aidan Macguire explains "we already had a long history with Squire Technologies, and once again our experience of their team from installation through to support has been very positive. They have been available all the time and have a great relationship with our own network team."

Occupying a highly dynamic and rapidly evolving space in automotive connectivity requires partnerships that provide a high degree of flexibility. Having successfully migrated Squire Technologies' STP products into their core network, Cubic Telecom sought a virtualized GMSC that can be rapidly scaled up and down as the market demands.

Aidan explains that "from a voice perspective we were leveraging a legacy GMSC within our OCS and wanted to move away from this to a more adaptable product. We needed a flexible solution that could provide additional features and scalability, particularly from our automotive IOT perspective where we deal with **eCall emergency services** that we provide to our transport subscribers.

What is eCall Emergency Services?

An abbreviation of Emergency Call, eCall is an autonomous pan-European system that automatically calls the emergency services for help if the vehicle it's fitted to is involved in an accident.

Aimed at improving emergency response times the system can also be programmed to call the occupants of the vehicle back following the initial emergency call being made to keep them updated on the progress of their rescue

Again Squire Technologies had a really good product in the GMSC that met our needs. It provides us with the in-house management control of the whole core network we require, and the ability to be nimble, flexible and proactive.”

Cubic Telecom continues to show the way in enabling consumers to extend their digital lives into their cars, with cutting edge network, SIM and platform infrastructure for the connected car market. With over 3.5 million drivers using their connected car solutions on the road across Europe, Asia and North America, continued evolution of the core network to cater for emerging technologies, most urgently 5G is

paramount to ensure they keep well ahead of the curve.

“We started working with Cubic 10 years ago providing them with our NGN solution. It is absolutely wonderful to see how Cubic has evolved into a Global Connectivity platform provider for leading IoT and M2M companies across the globe. They power millions of connected Audi vehicles on the road in Europe, Asia and North America, in the A3, A4, A5, A8, Q2, Q5, Q7 models, and the all-new Q8. At Squire Technologies we're proud to be able to keep pace with their innovation and rapid expansion supporting them with our products and technology.” Sanjeev Verma, CEO Squire Technologies.



Let's Talk...

Squire Technologies Limited are a UK based core network product vendor to the Telecoms industry. Talk to us today about your network signalling issues and plans for the future.

International Accreditation ISO9001

Following in-depth evaluation by an independent assessor, Squire Technologies has been successful in achieving ISO 9001 Certification.

This prestigious award is internationally recognised as a benchmark of standardised and quality procedures and systems within the operation of an organisation.

ISO 9001 is a set of requirements against which the quality management system of an organisation is evaluated. This certification assures customers that the production processes in place at Squire Technologies have been measured and achieved a standardised award. This award indicates that Squire Technologies is committed to operating to these requirements and has subscribed to ongoing and regular, internal and external audits of its systems.

Squire Technologies

**Prospect House, Sandford Lane,
Wareham, BH20 4DY,
United Kingdom**



Email: enquiries@squire-technologies.co.uk



Phone: [+44 \(0\)1305 757 314](tel:+44(0)1305757314)



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