

Media information
Friday, 14 February 2020

Automotive companies face bewildering choice of technology solutions

- **MOVE event brings together technology and innovation disruptors in the mobility industry**
- **Sheer volume of platforms, Apps and technology solutions to support MaaS, telematics, charging, car sharing and autonomous programmes is staggering says Elevenci**

This week's MOVE 2020 mobility event in London was a perfect demonstration of the sheer choice of technology and solution paths available to automotive companies, according to new specialist automotive consultancy, Elevenci.

Just as consumers face 'decision fatigue' from the level of choice offered to them by car manufacturers, Elevenci Managing Consultant Mike Walters described the selection of IT and digital technology options facing OEMs, finance companies and fleet providers as "totally overwhelming and intimidating".

He said: "It was an interesting and particularly informative event; the one thing that it totally re-emphasised to me is how incredibly difficult it is for automotive businesses to choose the right technology and solution paths in the current automotive world.

"The sheer volume of MaaS, telematics, charging, car sharing, platforms, Apps, technologies and solutions is challenging even for experts. Just the number of automotive and related fintechs is staggering – it's extremely difficult to pick out the future winners and losers when you have 40 or 50 apparently similar companies to choose from.

"Making technology decisions – including taking 'big bets' – is now a potential minefield. Having a clear strategy and a comprehensive selection and evaluation model is thus more critical than ever before."

MOVE is a global mobility event, which brings together disruptors to dialogue and give insight on technology and innovation-driven business change for start-ups and established companies looking to shape the future of the industry.

For more information, please visit: <https://elevenci.com>

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Notes for editors

About ELEVENCI

ELEVENCI is an independent, boutique automotive consultancy created to help businesses devise, implement and manage complex strategies and change programmes. With vast industry knowledge and access to leading edge technology, intelligent data and proprietary best practice tools and products, ELEVENCI's subject matter experts offer rigorous strategic consultancy, technology-enabled transformation programmes and delivery leadership, as

well as supplier selection and project health checks for OEMs, motor finance companies, fleet and leasing firms – and more. ELEVENCI's expertise spans passenger cars, LCV, HGV, leisure and motorcycles.

Today's automotive management teams are often working within legacy structures across organisational silos, leading to duplicated functions, multiple platforms and divided effort. Change is difficult enough to manage at the best of times, but when you have multiple changes happening across numerous divisions of organisations, it compounds into something far more complex. That's where ELEVENCI comes in: its automotive professionals work with businesses to deliver the critical changes needed to make short and long-term goals a reality.

Elevenci's leadership team is made up of several of the automotive industry's top professionals. Managing Director John Waring's career has centred on IT, using technology for business advancement and transformational change. Mike Walters, Managing Consultant, has significant strategy, transformation and programme delivery experience working with the UK's largest OEM, fleet, leasing, dealer group and motor finance businesses. Meanwhile, Gary Elliott, Client Development Director, has an extensive track record across a range of senior sales, marketing and product development roles in UK and international markets. Finally, Consultant Andrew Shaw has over 40 years' experience in the automotive sector, having worked extensively with start-ups and major organisations. Performing senior roles – including at MD and FD level – across sales, marketing, management, financial accounting and profit delivery, Andrew has a wealth of industry expertise and understands the complex issues it faces.