

THE CUBIC VALUE PROPOSITION

Why SAVE is the word that differentiates our connected vehicle solutions



For more than a decade Cubic has been leading the way in connected vehicle solutions. In that time, we have identified obstacles that vehicle manufacturers needed to overcome to secure their future in a fast-evolving ecosystem.

OUR VALUE PROPOSITION SAVES IN FIVE CORE AREAS

SAVE COMPLEXITY

Embedded at the point of manufacture, Cubic solutions simplify global rollouts and supply chain management with preconfigured regulatory compliance on a country-by-country basis, and seamless integration with next-generation technologies.

SAVE RESOURCING

Leverage Cubic's market-leading knowledge and technical skills in delivering the connected vehicle ecosystem, and avoid the money pit of trying to develop, support and maintain your own Vehicle-to-Everything (V2X) expertise.

SAVE RISK EXPOSURE

A complex ecosystem of connected services comes with many pitfalls, financial and reputational, that can be mitigated by Cubic and our trusted partnership approach which draws on many years' experience.

SAVE TIME

Speed to market is crucial to success and also a challenge in a fast-changing marketplace, which is why Cubic's frictionless connectivity and seamless systems integration has become an enabler for first-mover advantage.

SAVE COST

Achieving global delivery of connected services is expensive and hard to cost, which is why Cubic's one-stop approach is a market leader, reducing the total cost of ownership while providing full transparency and visibility of expenditure.



SECURE

Robust infrastructure and software are core to Cubic's architecture and consistent in every market segment we serve – Automotive, Agriculture, Transportation, Energy – with best practice security layered across networks, platforms and solutions.

SCALABLE

Agile architecture facilitates seamless integration across an ecosystem of partners, including Mobile Network Operators (MNO) and infotainment providers, with zero touch device deployment and rapid service rollout, regardless of vehicle type, functionality, or territory.

SIMPLE

Cut through the complexity of local compliance issues – legal, tax, connectivity – with Cubic's one-stop regulatory solution, a preconfigured eUICC embedded at the point of manufacture that is activated remotely on arrival at the vehicle's destination country.

ACCOUNTABLE

Cubic takes full responsibility for ensuring our solutions last the lifetime of the vehicle, typically 15 years, and that our connectivity and data management platform capabilities are future proofed for emerging technologies and services.

AGNOSTIC

Slotting seamlessly into client architectures is easy for Cubic because we are vendor agnostic, which means we can integrate with partners across the whole ecosystem, from MNOs and infotainment services to cloud platform providers and backend billing systems.

ANALYTIC

By correlating data from network, vehicle and device, Cubic enables data-driven decision-making, providing multiple insights for different use cases, from proactively managing connectivity performance to identifying emerging trends and new business opportunities.

VALUE

With tried and tested solutions deployed in nearly four million vehicles, clients leverage Cubic's hard-earned experience, the time and money invested in a decade's worth of R&D, proven and productised, used by some of the biggest vehicle manufacturers on the planet.

VELOCITY

To avoid the pain of having to enable connections and configurations with multiple partners separately, vehicle manufacturers accelerate time to market with Cubic's consolidated solution that registers a new car every three seconds and delivers globally at unprecedented speed.

VARIETY

Available in 190 countries via partnerships with over 90 MNOs, Cubic's flexible solutions and pre-configured connectivity services ease entry into some of the most regulatory challenging markets in the world, including, Gulf countries, South America and Russia.

EFFICIENT

Cubic smooths the path to high quality services and de-risks a complex ecosystem by streamlining processes that underpin in-vehicle connectivity, facilitating seamless integration between MNOs, device makers and vehicle manufacturers.

EXPERT

Device and service lifecycles are all managed by Cubic, our broad range of expertise applied through end-to-end support across the connected vehicle ecosystem, ensuring continuous improvement by keeping up to date with changing regulations and new technologies.

ENABLING

The nascent market for connected vehicles is still evolving, which is why Cubic's openness and software-driven agility is such a powerful enabler, developing solutions that facilitate new partnerships and collect data that drives competitive advantage.

ABOUT CUBIC

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Cubic Telecom delivers innovative IoT connected software solutions to Automotive, Agriculture, and Transport manufacturers. Its ecosystem of revenue-generating services combines real-time analytics with global connectivity in 190 countries, always aligned to regional regulatory requirements.