



Why cross-industrial service providers will benefit from self-driving cars

The upside of autonomous vehicles integration in our every-day life





Two reasons why self-driving passenger cars will create a win-win situation for users and cross-industrial service providers

Valuable time is going to waste by driving

On average, a US citizen spends 26 minutes per day commuting. Doing the math, that adds up to more than 200 hours per year. Valuable time going to waste! Therefore, it makes sense that more than half of the US population are waiting with anticipation for the date when fully autonomous cars will be offered on the market. In this case, the US, together with Sweden, Norway, Singapore and the Netherlands are the most well-prepared countries in the world. Based on consumer acceptance, but also the country specific technologies and innovation, infrastructure and policy and legislation readiness connected to the introduction of autonomous vehicles.

In global surveys, civilians declare that they would rather like to ride a self-driving car than a traditional car in the upcoming years. Many of them are willing to pay a premium for the driverless experience due to the expected time savings. Self-driving cars will both cut the time that the passenger must spend in traffic, as well as set time free for other activities but driving within the car. It might be cliché, but time is money - and the self-driving car makers will benefit from it.

Service providers' emerging platform of self-driving cars

A lot of the money spent on autonomous cars will be captured by the automotive sector, but we can also expect a cross-industrial capitalization. Making it simple, these two business cases can make any business bloom together with the introduction of autonomous cars. The customers highly demand services that:

1. Either, cuts the time spent in the car.
2. Or, makes the time spent in the car valuable.

Anyone who can provide services that serves these means will have a goldmine to dig into as autonomous cars are soon to be hitting the roads.

Cut the time spent in cars as a business opportunity

Cutting the time that forces driving would be typical chores; grocery shopping, fetching goods and picking up others. The fast-moving consumer goods sector, retailers, taxi service providers, and third-party delivery firms are likely to tap into last mile deliveries. As an example, Albert Heijn, a Dutch grocery chain with more than 6500 shops, tested its own autonomous delivery robot in March 2019 for the first time. The customers' orders were submitted in a smartphone app and delivered during the same day.

Let's play with the thought and apply it to your every-day life; you are just about to finish your day at work, and it is raining outside the office. Rather than fetching an umbrella and start a massive search for the unknown place of "where you parked the car this morning", your car is already standing just outside the office door. Nice start, huh! The car is warmed up, and it has already picked up your groceries, that shirt you ordered online, and your eight- and 10-year-old children from school. Hey, I think you just saved yourself two hours of running errands. No traffic jam driving between the office and school, and afterwards trying to find out what to have for dinner plus getting all the ingredients at a busy food store while the kids are going on about how boring it is. Perhaps the new shirt you ordered won't fit, but the car will sort out the return handling in that case. No worries!



Making in-car time valuable as main business driver

The second business case, creating a valuable time in the car, will also attract multiple sectors. Customer demand seem to be high for socializing activities, such as virtually spend time with friends and family. Customers also plan to enjoy entertainments such as watch TV series, play games and catch up on news while in the car. Frankly, any provider of smartphone apps should be able to tap in to the ecosystem of services connected to self-driving cars. One example of partnership for in-car entertainments has been announced in January 2019 by Audi and Disney. Similarly, Tesla's version 10 has karaoke and arcade games, while Polestar will be the first car brand to implement Android Auto for entertainments.

In addition, the typical car interior is likely to be disrupted when there is no need for easy access to pedals and steering wheel. Therefore, we can expect new patterns of movements within the car. Future car riders want to be able to eat, socialize with others present, participate in meetings, doing work tasks, and put on makeup in the car. These examples of activities require innovative interior designs, smart equipment and a combination of physical and virtual services.

Let's get back to your new life, enabled by your self-driving car; as you enter the vehicle, your kids just got themselves a light snack from the grocery bag to regain the energy needed to start doing their homework. Isn't it nice to see how the slightly raised blood sugar makes your kids turn to little angels, as they are rested and ready to focus? Perhaps, you better pick a banana from that grocery bag too, after a full day of meetings at the office ... However, in your self-driving car, the interior does not focus on the driving, but rather socializing. You have a meeting table in the middle of the car, and no comfort compromises must be made, as you start to help the kids with spelling exercises and math. As they grasp the tasks you have time to send a last few work related e-mails, do some banking errands, and greet an old friend happy birthday. By the time you are home, the homework is finished, and you have managed to do all that extra tasks that normally would stress you up a bit. Your kids have all the time in the world to do whatever they want, and you are done with your daily tasks. As you are home, your family get to have a nice get together by the dinner table. Really, the time that you used to spend doing chores and commuting, is now quality time with your family - boosting both your children's education as well as your relationships. Solid, bang for the buck as you aim to invest for a happy present and future life!

Concluding thoughts of the emerging service ecosystem evolving around self-driving cars

We can expect new cross-industrial ecosystems of services due to the introduction of self-driving cars. Emerging business opportunities await those who manage to become a natural part of the new services demanded on the self-driving car platform.



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