



SUCCESS STORY HIGH TECH

# COMTECH ROLLS OUT SLEEK NEW INTERFACE FOR CONNECTED CARS

Apexon connects backend pieces for better UX for manufacturers, drivers



**Comtech Telecommunications Corp. creates the products, systems and services that enable advanced communications capabilities in vehicles for a diverse global customer base.**

Comtech recognized the increasing importance of the connected car in the marketplace. The company had all the backend pieces for the connected car (e.g., 3D map rendering and navigation engines, point-of-interest database with a generalized search interface, along with interfaces to 'connected content'), but were not integrated into a single application.



Develops advanced communications systems for private and commercial vehicles+\$71B annual revenue



Offers solutions for the "connected car" ecosystem, including providing critical pieces of connected car infrastructure to auto manufacturers and OEMs



Apexon began working with Comtech in 2015. The goal was to develop a new modern user interface which integrated all of its different in-vehicle navigation components and made it easy to add new capabilities as they became available. The new integrated application has delivered on that goal and given Comtech a much better way to promote their connected car solution with automotive OEMs and Tier 1 suppliers.

# THE CUSTOMER JOURNEY

2015

- App Development  
NDK App Scanning
- Validation of 2000  
Android apps

2016

- C++/iOS Development
- QT SDK and  
TCS Connect
- Porting C++ to C
- LoRa Demo
- Data aggregator  
- Design Phase
- Location Fix

2017

- SUPL Development
- XADS Dev
- Chat Bot Demo  
for MWC
- Comtech – DLP
- CDMA Telco Project
- Cloud Infra Services

2018

- CDMA PDE Project

## THE RESULTS

# KEY OUTCOMES



### COMPETITIVE ADVANTAGE

Comtech now has a better way to promote their connected car solution with automotive OEMs and Tier 1 suppliers making them more competitive



### TIME-TO-MARKET

Comtech's customers can get up and running with their prototype solutions in a matter of hours (instead of days or weeks)



### NEW REVENUE OPPORTUNITIES

The new capabilities open up new service offerings for Comtech while also retaining the flexibility to customize features for different brands

## OUR METHODOLOGY

# THE DIGITAL LIFECYCLE

Apexon works with companies across the digital lifecycle.



**GO DIGITAL**  
**LAUNCH & EXPERIMENT**



**BE DIGITAL**  
**AUTOMATE & ACCELERATE**



**EVOLVE DIGITAL**  
**BE INTELLIGENT & AUTONOMOUS**

**Enable digital adoption in a quick, and agile manner**



**Build digital infrastructure and foundation for enterprises to scale**



**Leverage data engineering to make strategic decisions and get digital right every time**

Comtech had all the pieces for the connected car, but needed Apexon to integrate it all into a single user interface and solution.

Apexon provided a sleek user interface that enabled Comtech to open up whole new revenue channels while enabling its customers to get their offerings to market faster.

Apexon is now developing new services which will link connected cars to connected families for tracking and safety.

## THE CHALLENGE

# INTEGRATING INTO A SINGLE APPLICATION AND USER INTERFACE

Comtech had all the elements for the connected car along with interfaces to "connected content," but the company needed the parts to be integrated into a single application and user interface. In order to better demonstrate its technology to prospective customers, the company recognized the need to create a complete reference application. This would open up brand new revenue channels while enabling its customers to get their custom offerings to market faster.

## THE SOLUTION

# DEVELOPING A NEW MODERN USER INTERFACE

Apexon worked with the Comtech team to develop a new modern user interface which integrated all its different in-vehicle navigation components.

Apexon handled all the UI and application design along with the development, test and QA, building on the Comtech SDK. The sleek, new UI centered around the touch-screen interface in the automobile and made it easy and intuitive for end-users to:



Search for places



Get location details



Pin locations on a map



Calculate multiple routing options to the destination



Start a navigation session

Comtech was able to offer the flexibility to customize the features for the different auto brands they sell to.

Every brand can have its own user interface and flow. Apexon also created a complete documentation package for Comtech that makes it easy for an automotive OEM or Tier 1 supplier to get started building and modifying the application and UI for themselves.

As the engagement continues, there are some additional features Apexon is working on including:



Developing new services which will link connected cars to connected families for tracking and safety.



Porting the Comtech solution onto the Genivi Demo Platform, an industry-standard development environment used by most automotive OEMs and manufacturers. This allows an OEM to quickly load the prototype application into a Genivi compliant vehicle and road test the technology in a matter of hours, greatly accelerating the sales cycle.



Apexon is a pure-play digital engineering services firm focused on helping companies accelerate their digital initiatives from strategy and planning through execution. We leverage deep technical expertise, Agile methodologies and data-driven intelligence to modernize systems of engagement and simplify human/tech interaction.

We deliver custom solutions that meet customers' technology needs wherever they are in their digital lifecycle. Backed by Goldman Sachs and Everstone Capital, Apexon works with both large enterprises and emerging innovators — putting digital to work to enable new products and business models, engage with customers in new ways, and create sustainable competitive differentiation.



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## FEELING SOCIAL?

