



## Case Study

# ŠKODA CONNECT ALEXA SKILL WITH COMARCH

## Building a connected car ecosystem

Comarch IoT, with its Automotive division, constantly develops solutions for innovation trends such as e-mobility and ACES (for cars intended to be autonomous, connected, electric and shared). The path to deploying in-car voice assistants began in 2017, when we were responsible for the EU's first (and the world's second) integration of the Amazon Alexa Voice Services with a car. Then we faced a new challenge - enabling the direct interaction between home Alexa Echo speaker and ŠKODA cars. This is considered to be a natural result of building our experience with the development of in-car applications (such as Alexa in-car). So what exactly is behind the successful deployment of Alexa Skill for ŠKODA?

### The challenge: to meet with customers' needs

Voice assistants are mostly associated with smart home solutions rather than with remote management for cars.

But what if we were able to integrate cars and voice assistants? Indeed, that was the main goal to enable ŠKODA car owners to communicate with their vehicles remotely, using nothing more than the Alexa Echo home speaker or the Alexa smartphone app. In this case, reduced time to market was crucial to fulfil the challenge.

### Comarch's approach

The idea was to understand the client's needs and obtain feedback to effectively move from proof of concept to the final product. For this purpose, we adopted an iterative agile approach. With many years of experience using this methodology, we have established a dedicated scrum team, consisting not only of developers, but also of user experience/ interface designers. Their involvement allowed the creation of an intuitive voice user interface. As a result, we delivered a Skill, which allows the end-user to manage their car remotely.

## Benefits of the implementation

### For ŠKODA



developing a connected car ecosystem



acquiring customers who are already familiar with Amazon Alexa and ready to use Skill



extending customer experience by providing new interaction models between the car and the user outside the car

### For the end-user



remote interaction with the car while outside of the vehicle

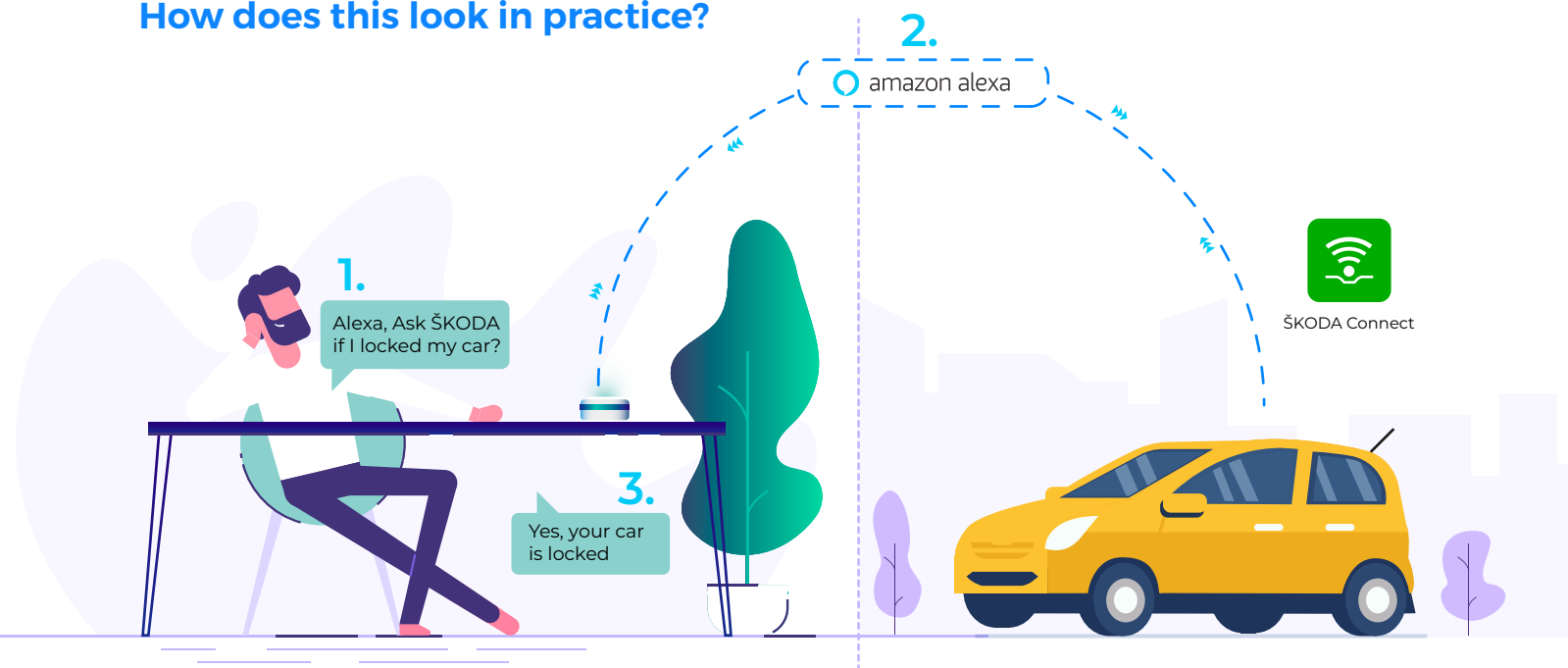


a wide range of intuitive commands to ask about the car



abolishing the interface barrier - direct remote contact with the car via Alexa Echo

## How does this look in practice?



The process is simple and intuitive. The user wakes Alexa, and addresses the question. The command is provided through Alexa to the Amazon cloud. Amazon cloud recognizes what the user has said. Then, Alexa Skill initiates the authorization process and gets the necessary data from ŠKODA Connect. It was very important to design a secure and stable solution for car data owners.

ŠKODA users don't have to worry whether they've closed doors and windows, or have enough battery charge in their new CITIGO<sup>®</sup> iV. The voice user interface was designed to make it simple to use in English, German, French, Italian and Spanish.

## References

**COMARCH**



*Voice assistants are becoming one of key control points for digital services in the era of e-mobility. Together we enter the process of digitalization while facilitating end-users` everyday lives with smart technologies. This was possible thanks to ŠKODA, which chose Comarch as software development partner. Our great cooperation was based on constant feedback and the inclusion of an interdisciplinary procreative team of experienced specialists”.*

– Marcin Adaś, Key Account Manager Comarch IoT

*At ŠKODA AUTO we always focus on our customer needs and therefore, look for the best technologies in our development. The Alexa ŠKODA Connect skill brings together ŠKODA connectivity and the newest voice assistants technologies to bring comfort and make our customers life easier. We are happy to introduce Alexa ŠKODA Connect skill to our customers, which was a result of collaboration with our development partner Comarch.”*



– Sebastian Lasek, Head of Connected Car & Data Monetization at Škoda Auto

 **amazon alexa**



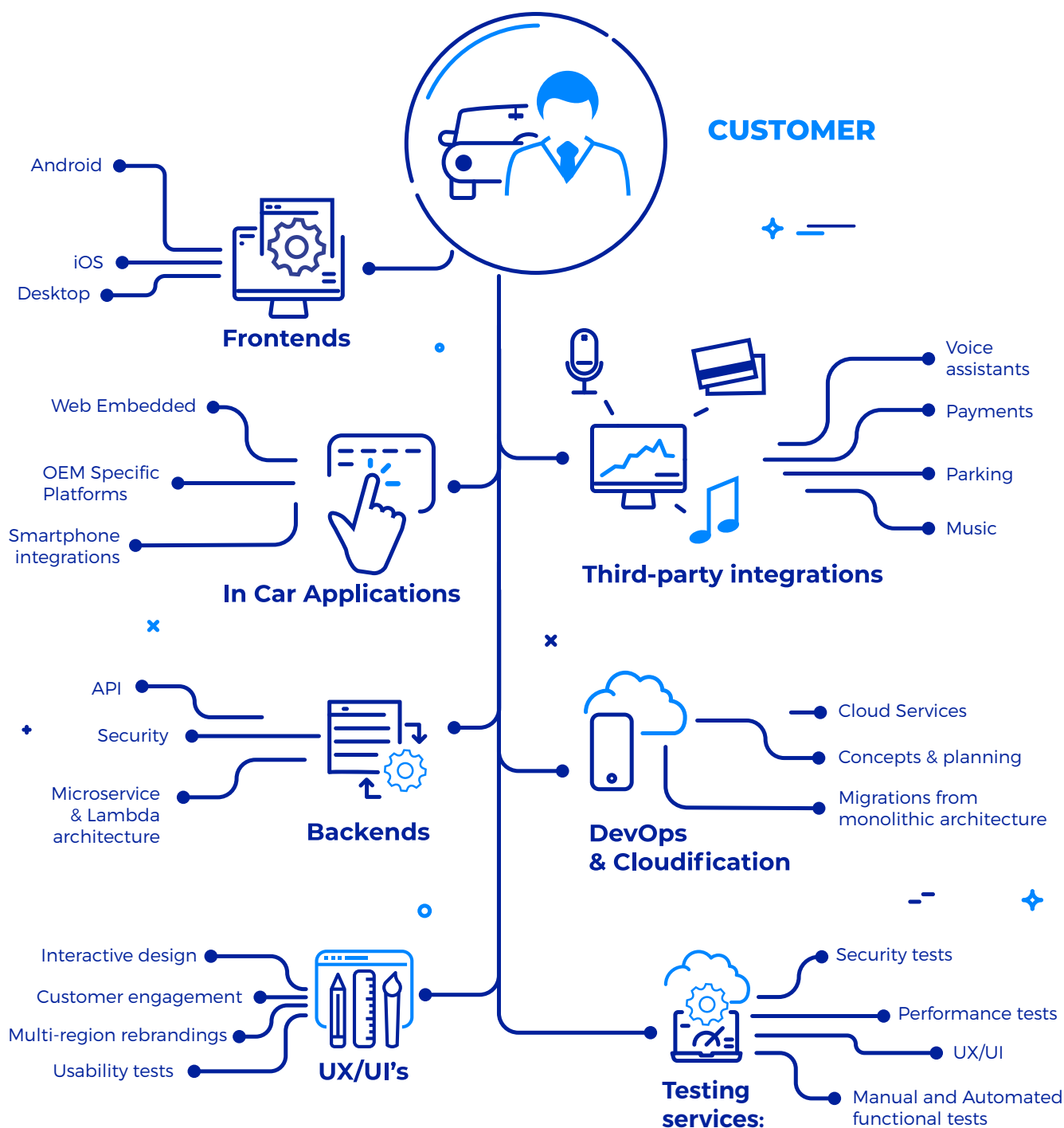
*We’re making it easier for automakers, independent developers and system integrators to build new experiences for the car. Many automakers have built Connected Car skills to give customers remote access to their vehicles and to customize the experience for their brand. Developers are building great voice-first skills for the car to help connect drivers with automotive services while on the go from finding and booking parking to voice-first entertainment.”*

– Arianne Walker, Chief Evangelist of Alexa Automotive, Amazon

## The connected car ecosystem with Comarch

In a time of e-mobility, we recognize the necessity of expanding the ecosystem to include third-party providers such as Alexa Auto. That is why the deployment of ŠKODA Connect Alexa Skill is the perfect example of building a connected car ecosystem. Comarch is a well-established software house, with over 25 years of experience in global markets. ŠKODA Connect Alexa Skill is a flagship project within our Automotive division. However, we also operate in many diversified areas for accelerating digital transformation in the automotive and e-mobility industries. Our work in these fields includes software development and external testing services.

# COMARCH FOR AUTOMOTIVE INDUSTRY



Contact our specialist to find out more about the project and other solutions for Automotive.

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