

DIGITAL FACTORY



Digital Factory Process guidelines

December 2023

PROMOTER

CA AUTO BANK

The **digital bank** that finances mobility by promoting sustainability. Operating in 19 countries, it combines a wide range of financing, leasing, and mobility services with innovative and flexible banking products.

CA Auto Bank offers a complete and innovative system of **mobility services** with a particular focus on sustainable mobility. Through Drivalia, specialized in rental and subscription solutions, the group offers a complete range of mobility solutions: from electric car sharing to car subscriptions, covering all rental durations from short to medium and long term.

CA Auto Bank's commitment to **sustainable mobility** is reflected in making it possible for everyone to drive the latest generation of electric vehicles and offering a wide network of Mobility Stores and proprietary charging points throughout Europe.

For more information: <https://www.ca-autobank.com/en>



PARTNER

I3P – INCUBATOR OF POLITECNICO DI TORINO

I3P supports the creation and development of innovative start-ups with high technology and growth potential through the provision of both general and focused **incubation programs** on specific technological areas of interest. The main role of the incubator is to accompany companies to the market and help them find the key resources necessary for growth.

Moreover, I3P assists more structured companies in adopting **open innovation processes** to accelerate business digital transformation. In this role, I3P offers support to search the market for the best technological solutions in response to emerging internal needs and in line with sector innovation trends.

For more informations: <https://www.i3p.it/en>



DISCOVER DIGITAL FACTORY

OBJECTIVE

Digital Factory aims to explore existing innovations in Italy and internationally with the goal of identifying the best new solutions and technologies that can significantly contribute to the digital transformation of CA Auto Bank.

Specific areas of interest include:

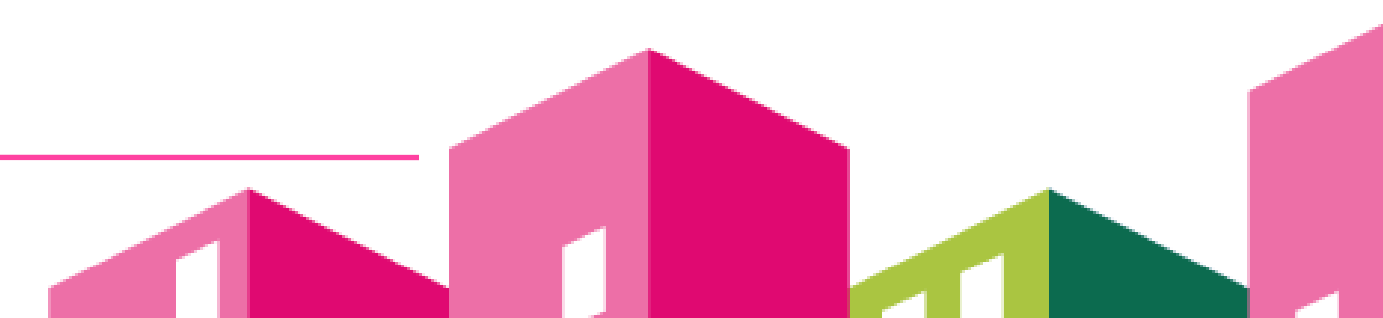
AI Automation, machine learning, big data, predictive analysis, customer experience.

BANKING Digital payments, customer care, cyber security, data science, blockchain, fraud detection.

MOBILITY New mobility solutions, vehicle data collection and analysis, marketing, electric mobility, knowledge management.

DIGITALIZATION Technological solutions that can promote corporate digital transformation.

SUSTAINABILITY Emission reduction, ESG, energy efficiency, and asset optimization.



DISCOVER DIGITAL FACTORY

OPPORTUNITY

Those applying to Digital Factory will have the opportunity **to engage a direct dialogue with CA Auto Bank** and the group's subsidiary companies. The initiative serves as the first step of acquaintance between the involved parties. Applications are free of charge.

Specifically, participants who successfully pass the selection phase will have the opportunity to **develop a Proof-of-Concept (PoC)** with CA Auto Bank to test and demonstrate the feasibility of the presented use case in the field. More mature companies will also have the chance to **negotiate the sale of technological services** directly with CA Auto Bank in competition with other suppliers.

Both companies active in the market and pre-revenue companies can apply. Groups of people not represented by a company (e.g., unestablished start-ups) cannot apply.

Pre-revenue companies can apply even if they are in the stage of product ideation and concept, about to develop a prototype in the short term.



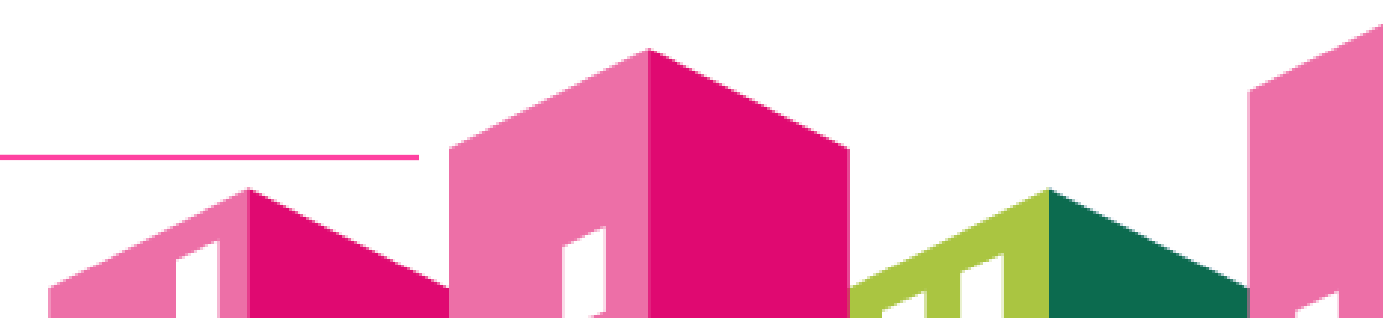
HOW TO APPLY

SUBMIT A PROJECT

To apply your project, visit <https://digitalfactory-ca-autobank.com/en> and complete the application form in all its parts.

The requested information is divided into sections:

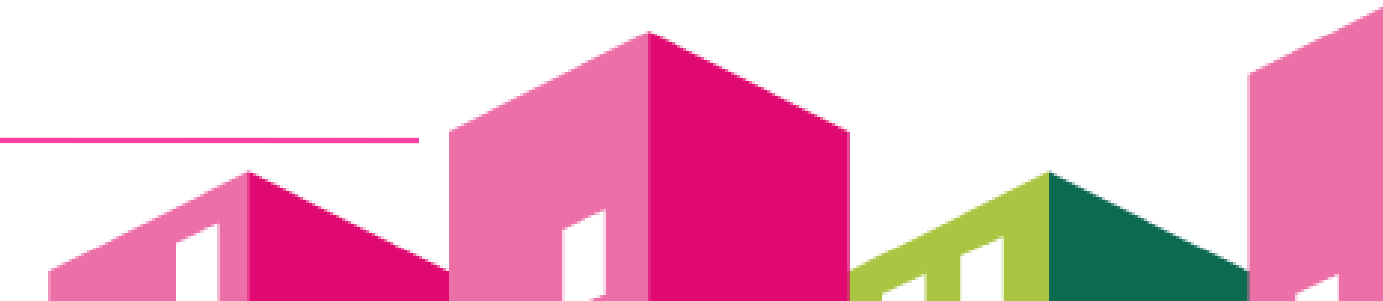
- Section 1. **Company profile**
- Section 2. **Progress** (*state of the art and current performance*)
- Section 3. **Project description** (*application area and proposal for CA Auto Bank*)
- Section 4. **Intellectual property**
- Section 5. **Uploading of useful files**



HOW TO APPLY

PROPOSAL EVALUATION

1. All proposals collected via the dedicated form on the website will be processed and evaluated. Each proposal will be collected in a **project file**. The Digital Factory team will perform a preliminary analysis to verify the presence of all necessary information to proceed with a technical evaluation, reserving the right to request integrations to the documentation submitted.
2. I3P and CA Auto Bank will perform a **technical evaluation** of each collected proposal to identify the company's maturity level, the potential benefit of the proposed use case compared to other solutions available on the market, the interest of the proposed application area, and the applicability of the solution within CA Auto Bank.
3. Candidates who have proposed the most interesting use cases will then be directly contacted by the Digital Factory team to build a **Business Case** together to be presented to the managers of CA Auto Bank.
4. Candidates will thus have the opportunity to negotiate with CA Auto Bank a **collaboration agreement** both for the purpose of testing the proposed use case and for the potential negotiation of the proposed solution.



SOME SUCCESS STORIES

REEFILLA & DRIVALIA (2022)

Who is Reefilla

Reefilla aims to make users forget the problem of electric vehicle battery charging by offering a mobile charging service and calculating the need predictively. Through the start-up's solution, users can monitor the state of charge of the car and when the battery level falls below a certain threshold, Reefilla proposes a recharge. If the user accepts, a Reefilla operator reaches the vehicle and connects the device, which can deliver a charge of 100/120 km of autonomy in about 30 minutes. The customer will thus find their vehicle recharged without having to look for a free charging station and without having to move it at the end of the charge.

Why Drivalia

Drivalia obtained the opportunity to increase the package of services related to electric mobility, and its customers will benefit from the solution proposed by Reefilla. Additionally, with on-site charging, the downtime of each vehicle is limited, increasing the number of vehicles in sharing available to customers at any time and thus increasing the total revenue generated by the service.



SOME SUCCESS STORIES

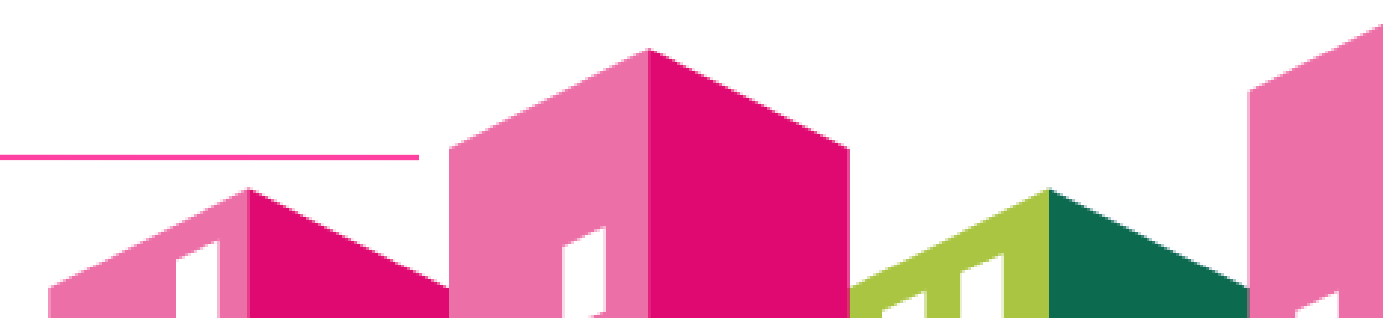
STIP & CA AUTO BANK (2021)

Who is Stip

Stip is a plug-and-play artificial intelligence solution that allows for improving the performance of a company's digital customer service by reducing end-to-end management costs and times by 80%. Unlike a normal chatbot, the goal is not to replace the operator but to maximize their efficiency. Stip applies artificial intelligence throughout the customer service process to support operators by automating low-value-added tasks. Stip has several AI models that allow the operator to focus solely on resolving tickets.

Why CA Auto Bank

Using Stip's AI models, CA Auto Bank can simplify the organization of customer service with automatic email sending based on different intents, reducing the costs of external operators, and integrating new channels such as WhatsApp to automate the entire lead collection process.





Learn more

Visit the website <https://digitalfactory-ca-autobank.com/en>

Questions?

Contact us at digitalfactory@ca-autobank.com

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