

A leading vehicle manufacturer solved the unsolvable with IndyKite

With a dealer network in over 2,000 locations in more than 100 countries, this manufacturing customer is a recognized global leader, looking to expand its digital offering.

Along with a robust manufacturing and vehicle production arm, the company also provides finance, lease and insurance services to dealers and customers.

To expand its revenue streams, the company wanted to build a new data marketplace, where its customers

and stakeholders can purchase relevant data on vehicles, machinery and equipment they have rented or purchased such as performance data, maintenance logs, and location tracking.

This requires a portfolio of APIs enabled by granular data level access and authorization decisions.

Opportunity



After sales revenue stream for 2000+ partners and entire customer base



Improving customer retention and customer value



Greater ROI on physical product line



Significant potential growth

Challenge: current solutions not built to handle such granularity or complexity

In order to make monetization of their data marketplace a reality, the company was faced with a significant challenge. Former ways of providing access enabled by API security had proved insufficient for the task at hand. It not only limits scalability across applications but also lacks the granularity to distinguish between data and enable different access for different data (i.e. the user gets access to all or nothing).

Enabling segmentation of the data and ensuring only the appropriate data streams are connected to

the subscribed users and authorized applications, required granular authorization logic that can manage complexity - both of the data, and the end users.

This can only be solved with dynamic and fine-grained access decisions that enforce a clear distinction of who (authenticated users and applications) get access to which data stream, for which vehicles, based on the subscription and other controls.

Solution: greater control and granularity to solve the most complex use cases

With IndyKite's solution, all authorization decisions could be externalized from the API, resulting in much finer-grained dynamic control.

Leveraging data management tools already in use by the company, IndyKite was to unify identity data (of people, systems, machines APIs and digital products) with business data to provide a contextualized view of each data set and identity.

Using [**Knowledge Based Access Control \(KBAC\)**](#), the company designed authorization protocols to support

their complex use cases, by leveraging this enriched and unified data layer. This ensured users from dealers, distributors and customers could securely subscribe to specific data on specific vehicles, machines or fleets.

This new revenue stream will not only provide growth for the company, it can also create the foundation for future innovation in an increasingly data-driven world.

IndyKite delivers



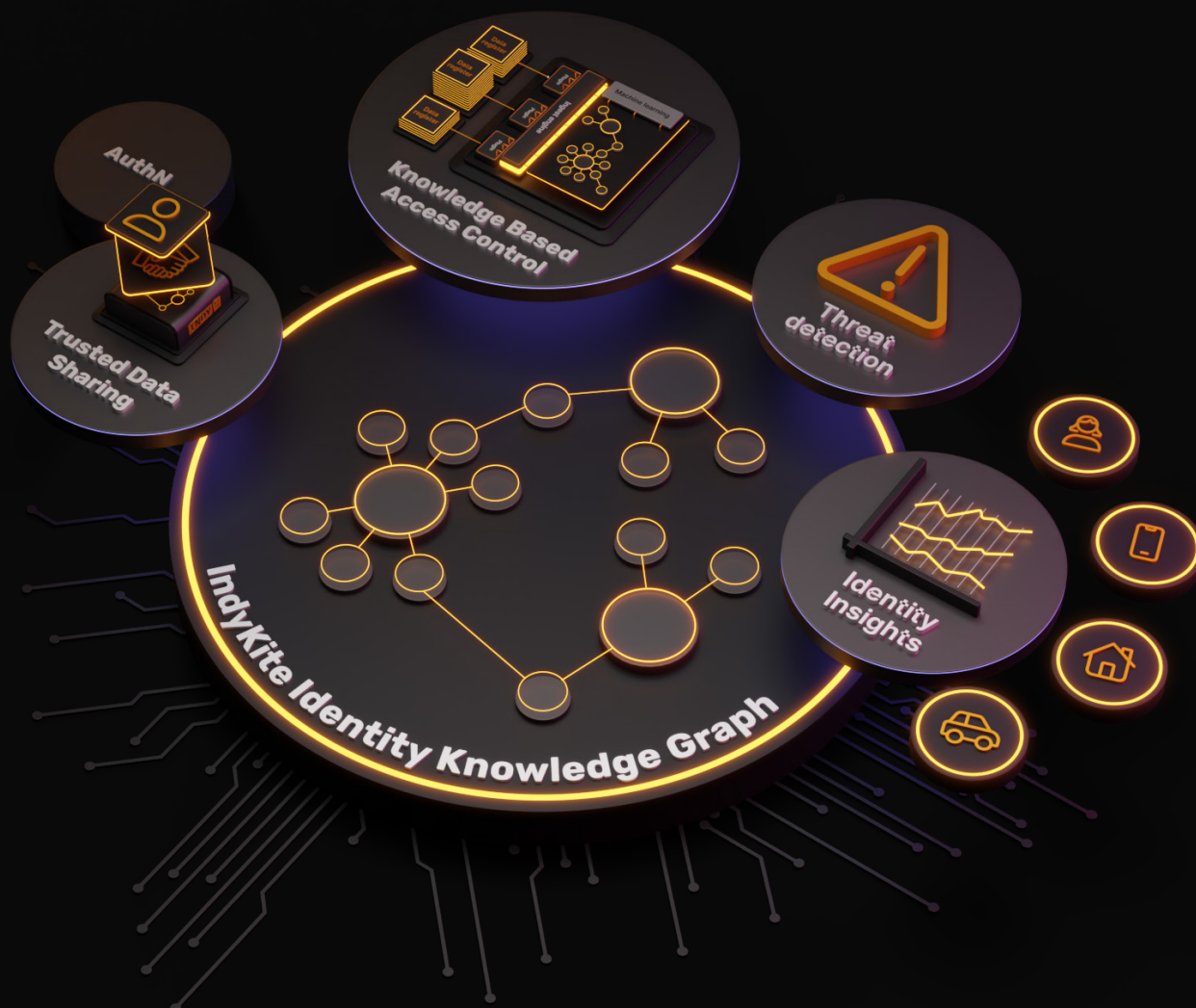
Lower costs & complexity
for customers and partners



Increased velocity and time-to-market for apps and services towards / in after-sales marketplaces



Secure access controls and trust for customers and partners, who get the correct access to the correct data, based on context



Want to
learn more?

For more information on how IndyKite can
help you solve your unsolvable use cases
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