Air
THE SMART PROTECTION
> connecting things <
**AIR_** Company Profile

**Air** is an Italian **Insurtech startup** focused on automotive sector and services on demand.

AIR’s **cloud-based car data analysis platform** gathers **advanced diagnostics and telemetry data** to increase the safety of the driver, adding more convenience to the car’s owners while being a big cost-saver through AIR’s predictive maintenance IoT solution.

The **AIR IoT solution** is made up of two main components:

- **Digital Garage** manages a suite of after-sales services based on remote diagnostics and multi-channel communication tools through an advanced CRM.

- The **AIR IoT platform for Insurance companies** maintains the customers key KPIs based on the latest state of the art AI data processing scheme.
Our numbers

200+ Car Dealer
8,200 Active Vehicles
65+ Millions of Km with Air
INGESTION
- CONNECTED VEHICLES
- SMARTPHONE
- CONTEXT DATA
- INFO PROVIDER
- CONNECTED
- CAR PLATFORM

BUSINESS ANALYTICS
- DRIVING KPIs
- VEHICLE KPIs
- VEHICLE PROFILING
- CLIENT USE PROFILING

BUSINESS APPLICATION
- MYDESK
- MYFLEET
- MYAPP
- MYPAGE WEBSITE

IOT PLATFORM
**AIR’S SOLUTIONS**

**OBD DEVICES**
- Geolocation features, Extreme driving events, Crash Report
- Theft Protection
- DTC diagnostic data (standard and custom)

**MyDesk**
- Front end for remote assistance and diagnostic
- Report anomalies (DTC standard and custom) and Schedule Maintenance
- Monitor the Lead status, from reporting to booking with multi-channel communication with client

**MyApp**
- Trips and consumption Monitoring
- Check driving style and extreme events
- Auto Diagnostic Check (Battery, Fuel,...)

**IOT PLATFORM**
- Information on vehicle’s use and driving style of users
- Monitoring of maintenance and anomalies
- Geolocate vehicles and trips monitoring

**CAR DEALER/GARAGE**
- Front end for remote assistance and diagnostic
- Report anomalies (DTC standard and custom) and Schedule Maintenance
- Monitor the Lead status, from reporting to booking with multi-channel communication with client

**DRIVERS**
- Trips and consumption Monitoring
- Check driving style and extreme events
- Auto Diagnostic Check (Battery, Fuel,...)
AIR CRM model b2b2c

**CAR DEALER/GARAGE**
- Check all the Leads through MyDesk frontend
- Send direct message to the customer, through multi-channel services offered by MyDesk

**MYDESK**

**MYAPP**

**OBD**
- The OBD device retrieves:
  - Diagnostic data
  - Telemetry data
  - GPS etc

**VEICOLI**

**DRIVER**
- Receives infos about his vehicle alerts and maintenance, through text messages and APP
- Manage the appointment with the garage

**COMMUNICATION**

**DATA**

**DIAGNOSTIC**

**KPI BEHAVIORAL**

**AIR’S SOLUTIONS**
The OBD device retrieves:

- Diagnostic data
- Telemetry data
- GPS etc

Check all the Leads through MyDesk frontend

Send direct message to the customer, through multi-channel services offered by MyDesk

Trip tracking and vehicle location

Set different points of interest (POI)

Check vehicle health status

Receives infos about his vehicle alerts and maintenance, through text messages and APP

Manage the appointment with the garage
What is Digital Garage?

-----A PRODUCT

Air’s Platform provides a range of products for customers and dealers available on APP, PC and tablet.

-----A CRM MODEL

Thanks to AIR’s Platform, dealers/garages will be supported in communication with the customers through different channels (SMS, WAPP, tel.).

-----A TEAM

Air’s team will support dealers, both in the provision of the service and in the improvement of the functions of the IT tools in support.

-----A PROGRAM

A program to develop a new model for managing the relationship with the customer and new business models.