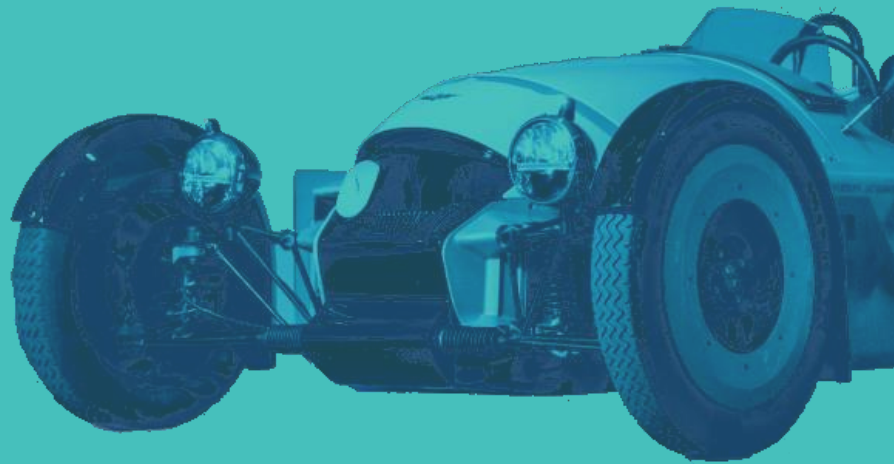


# How Morgan Motor Company and Beam Connectivity are shaping modern connectivity with a classic twist

**Industry:** Automotive OEM

**Date:** 2024



Preserving timeless elegance while integrating cutting-edge technology to stay competitive can be challenging, particularly for a brand as iconic as Morgan Motor Company. The challenge lies in delivering a modern, connected experience without compromising the timeless style synonymous with Morgan sports cars.

Beam Connectivity, leaders in connected vehicle solutions, partnered with Morgan to explore how connected vehicle data can add value to its range of lightweight sports cars, in turn benefitting both Morgan's organisation and its global community of customers. Read on to find out how.



### **Swift implementation and immediate operational visibility**

Within hours of agreeing to work together, the Beam Connectivity CVaaS platform was operational for the first Morgan vehicles, providing valuable telemetry data such as vehicle speed and acceleration, location, and high-voltage battery current, voltages and temperatures demonstrating the adaptability of our end-to-end connectivity solution and the agility of our operations. For Morgan, the accurate, real-time data from the platform provided a transformative level of visibility, allowing its engineering teams to stay connected with their vehicles.

### **Seamless integration and customization**

The low-profile design of Beam Connectivity's telematics control unit (TCU) allowed it to remain discrete, preserving the vehicle's visual aesthetics whilst also saving months of development costs on a bespoke system. Morgan's engineers were able to benefit from our in-house hardware expertise, while simultaneously reducing the time-to-market. Beam Connectivity RF experts worked to ensure the unit was packaged and placed correctly for maximum signal integrity.

*"A stable telematics platform is a key-tool in the development of modern cars, providing insights into user behaviour and vehicle health. Data harvested in these areas is critical for car manufacturers to ensure they are delivering the right product features, and for managing the health of products throughout their lifecycle. We were thrilled to find such a flexible, knowledgeable and willing partner as Beam Connectivity"*

**Matthew Hole, CTO of Morgan Motor Company**



## Harnessing Data for Strategic Advantage:

The pilot project with Beam Connectivity addressed specific challenges for Morgan:

- **Limited post-sale visibility:** Previously, the absence of data transmission from Morgan vehicles presented a unique opportunity for us to explore new insights and possibilities in performance and usage monitoring that were not previously available.
- **Understanding customer behaviour:** Without the extensive input from customers enjoyed by larger OEMs it has been difficult for Morgan to understand how customers use their vehicles and what features they value.
- **Maintenance optimisation:** Maintaining the performance and reliability of performance cars, particularly those with modern enhancements, is expected to present significant challenges for aftersales departments, especially for specialist manufacturers like Morgan that have smaller dealership networks.



## The Beam connectivity effect

Beam Connectivity's CVaaS platform provided the tools and data necessary for Morgan to overcome these challenges, laying a foundation for future advancements in its connectivity capabilities and setting the stage for more sophisticated, data-driven strategies.



**Real-time insights:** The Beam Connectivity CVaaS platform provided near-real-time telemetry data, offering immediate insights into vehicle usage. This capability allowed Morgan engineers the ability to tune maintenance schedules of customer vehicles and analyse performance metrics to guide the development of future products.



**Visualisation:** Beam Connectivity deployed its customisable analytics portal, providing a comprehensive view of vehicle performance and customer behaviour. This allowed Morgan the ability to explore data sets and refine insights, while avoiding data overload, ensuring engineers could spend their time on their most valuable activity – tailoring the product to meet customer requirements.



**Future Solution:** The anticipated implementation of real-time data from Beam Connectivity's CVaaS platform could offer valuable insights for predictive maintenance. By continuously monitoring vehicle health, Morgan has potential to foresee maintenance needs before they escalate into critical issues. This proactive approach could potentially benefit the aftersales department by reducing the costs associated with unexpected breakdowns and repairs. For end customers, this would likely translate to increased vehicle reliability, fewer disruptions, and an overall enhanced ownership experience.



## Pioneering electrification

With Morgan planning to introduce an electric model in future it understands the vital role connectivity will play, providing essential data for drivers. Key areas of focus included range, state of charge, and battery optimisation techniques, all critical for the care and performance of electric vehicles. Our connectivity platform proved invaluable for Morgan Motor Company, and Beam Connectivity looks forward to further collaborations on future EV models.

Balancing the preservation of timeless design with the benefits of connectivity technologies presented Morgan Motor Company with a challenge, and in Beam Connectivity they found the perfect partner.



*“At Beam Connectivity, we are committed to providing flexible, tailored connected vehicle solutions including for iconic brands like Morgan Motor Company. The real-time data delivered by our connectivity platform is a strategic asset, helping Morgan Motor Company understand customer behaviour, optimize vehicle performance, and enhance the ownership experience. We are proud to be a part of their journey towards a future where classic design meets cutting-edge technology”*

Thomas Sors, CEO of Beam Connectivity

## About Us

We build best-in-class connected vehicle systems, supporting our customers to focus on and interpret the value of their vehicle data. Founded in January 2020, we are a truly multi-disciplinary team with decades of experience in user-centric design and delivery of connected consumer products. Understanding the need for an agile delivery of software-centric systems, our robust end-to-end IoT solution offers superior performance thanks to our deep understanding and drive for innovation.

To schedule in a demo, please contact:

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