The First OEM Implementation of eSync OTA Integrated with ASAM SOVD

October 2025

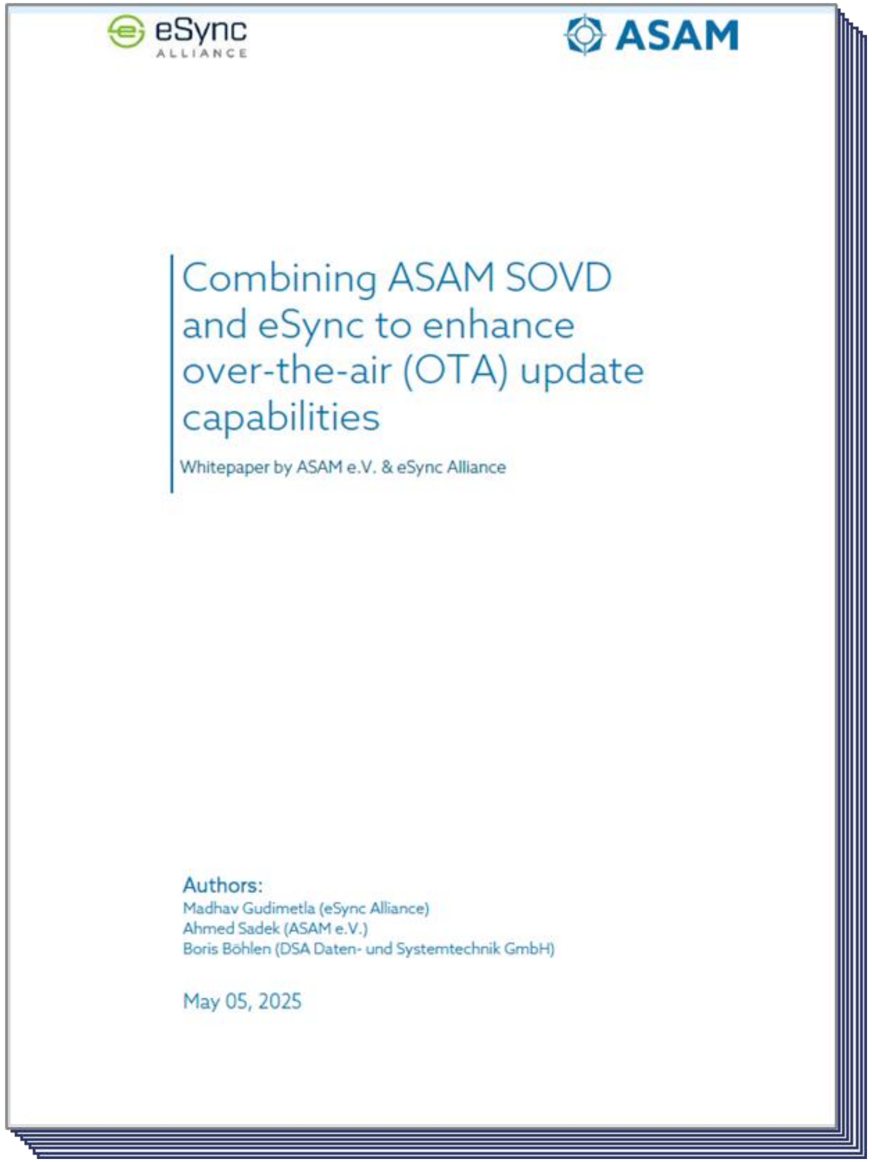
Use-Case: The Hero MotoCorp Connected Vehicle Platform

Presented by:

Mark Singer
Excelfore

SOVD and OTA: Putting it All Together

- Excelfore:
  - Founding Member of eSync Alliance
  - Member of ASAM Since 2022
- Joint White Paper
  - Collaborative Effort between ASAM and eSync Alliance
  - Contributions by Members of Both Associations
    - Excelfore and DSA
- Commercial Project Completed at Same Time as White Paper



eSync ALLIANCE

ASAM

Combining ASAM SOVD and eSync to enhance over-the-air (OTA) update capabilities

Whitepaper by ASAM e.V. & eSync Alliance

Authors:
Madhav Gudimetla (eSync Alliance)
Ahmed Sadek (ASAM e.V.)
Boris Böhlen (DSA Daten- und Systemtechnik GmbH)

May 05, 2025

Hero MotoCorp

Hero MotoCorp Ltd (HMCL) is the #1 Volume Producer of Motorbikes Worldwide

HMCL wanted to Redefine their Connected Vehicle Platform with the Company Vision to:

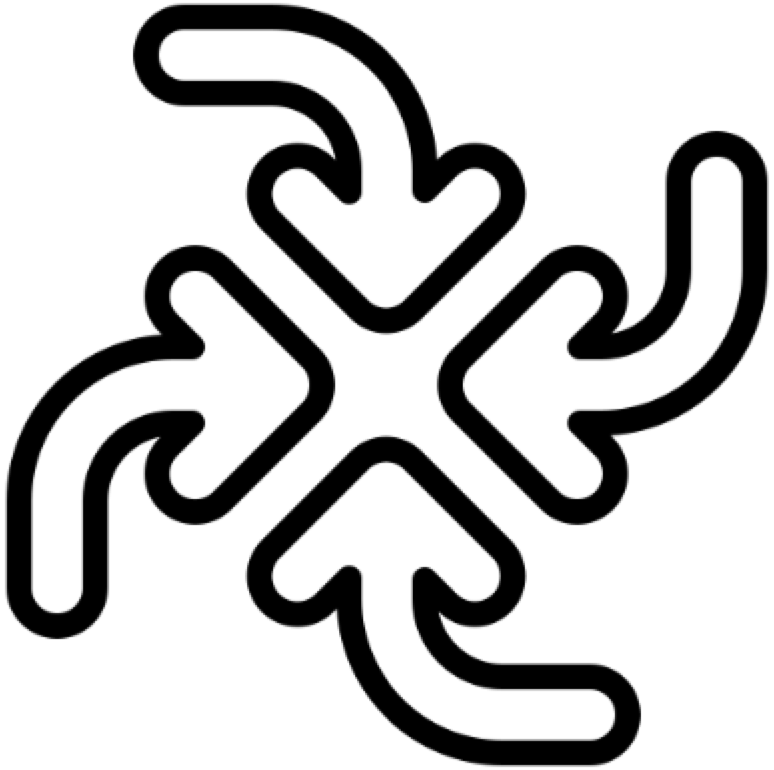
"Be the Future of Mobility"

The eSync Alliance: Vision and Mission

Vision: Standardizing the automotive industry's approach to cloud-to-edge connectivity

Mission: To provide a standardized secure bi-directional data pipeline for OTA updates and data gathering across all automotive vehicle systems

Key challenge: Dozens of different proprietary approaches from OEMs, Tier-1s, software and cloud vendors is leading to innovation paralysis. A unified standard is essential to successful automotive innovation.



A Common Spec for Cloud-to-Edge in Automotive

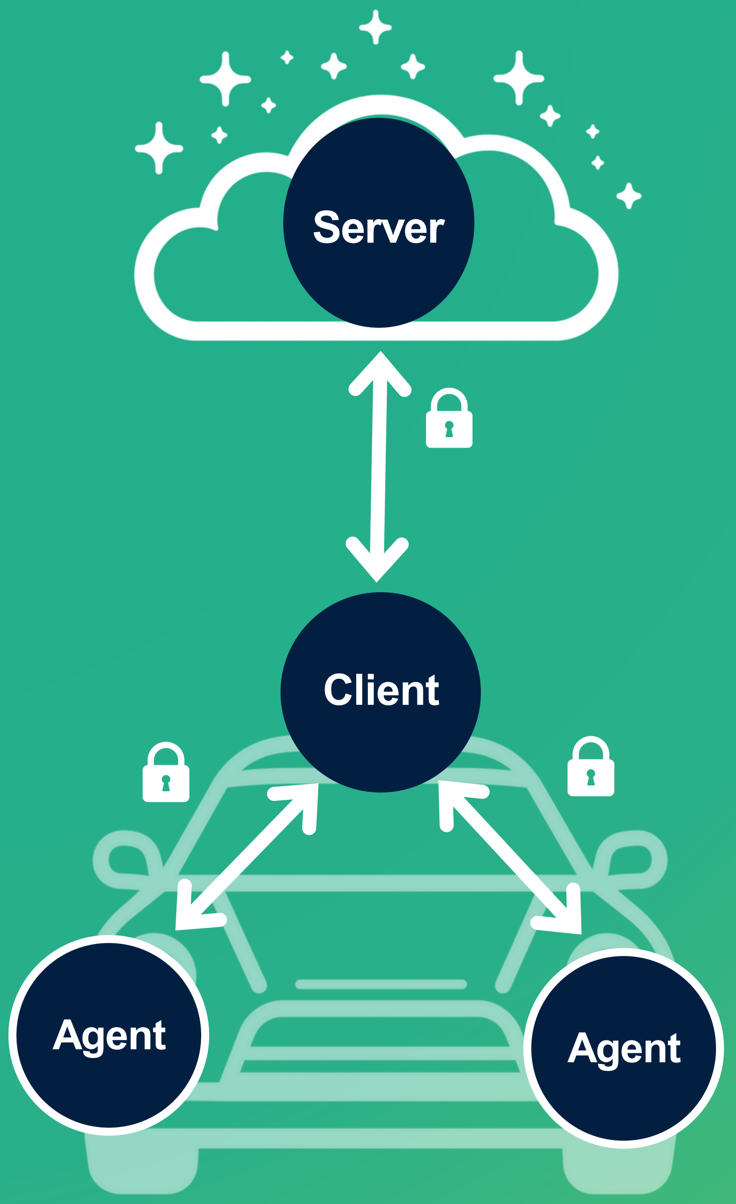
Technical Architecture: Server-Client-Agent architecture spanning cloud to edge devices

Interoperability: Servers, Clients and Agents from different sources can work together

Security: Layered security – from cloud to vehicle, and from vehicle to edge

OS Compatibility: Works across all popular automotive operating systems including POSIX-compliant systems, various RTOSs, and virtual machines on hypervisor platforms.

Integration: Supports delta compression, policy-based updates, and dependency management



Objectives for the Hero Connected Vehicle Program

Operational Efficiency

- Engineering Improvements, Optimized Maintenance, Reduced Recalls

Enhanced Driver Experience

- Seamless Connectivity, Real-Time Services, Personalized Settings

Safety, Security and Compliance

- Real-Time Monitoring, Emergency Notifications, Regulatory Compliance

Considerations

- Integration was a Critical Concern
  - Finding Partners Who Could Put It All Together
  - Finding Partners Who Could Meet a Critical Timeline

- The Transparency of Standards was Important
  - eSync OTA Specification Published by the eSync Alliance
  - SOVD (Service Oriented Vehicle Diagnostics) Specification Published by ASAM

- The Vida V2 Program Timeline

  Program Start: April 2024

  Production Start: April 2025

Finding the Right Partners:

aws PARTNER AWS Automotive Competency

aws Qualified Software

5+ Million Vehicles on the Road,

80+ Million Edge Devices in those Vehicles,

Connect to the Cloud Using Excelfore eSync OTA

Passenger Cars

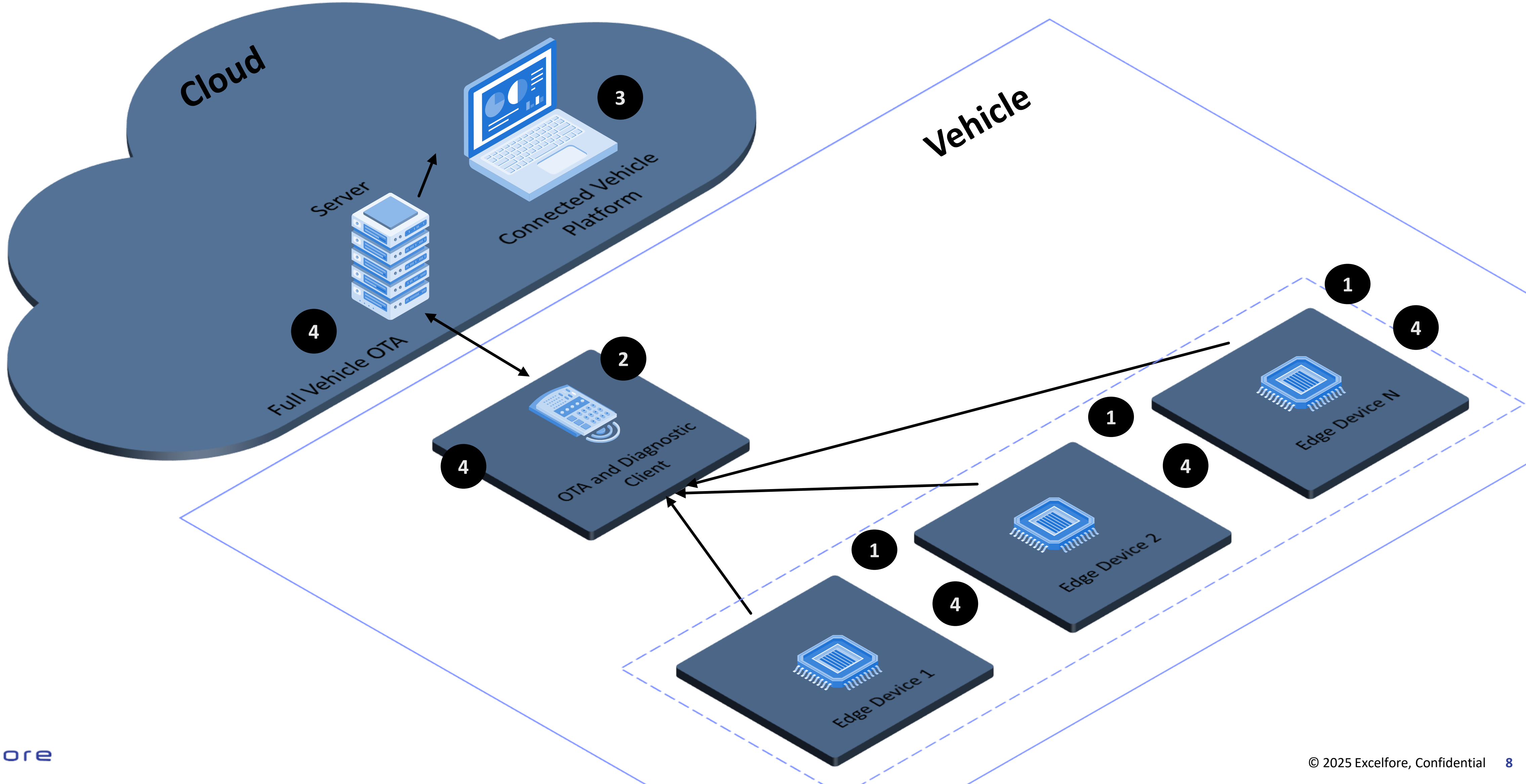
Commercial Vehicles

Construction / Agriculture Vehicles

And Now … *Motorbikes*

Solution: Concept

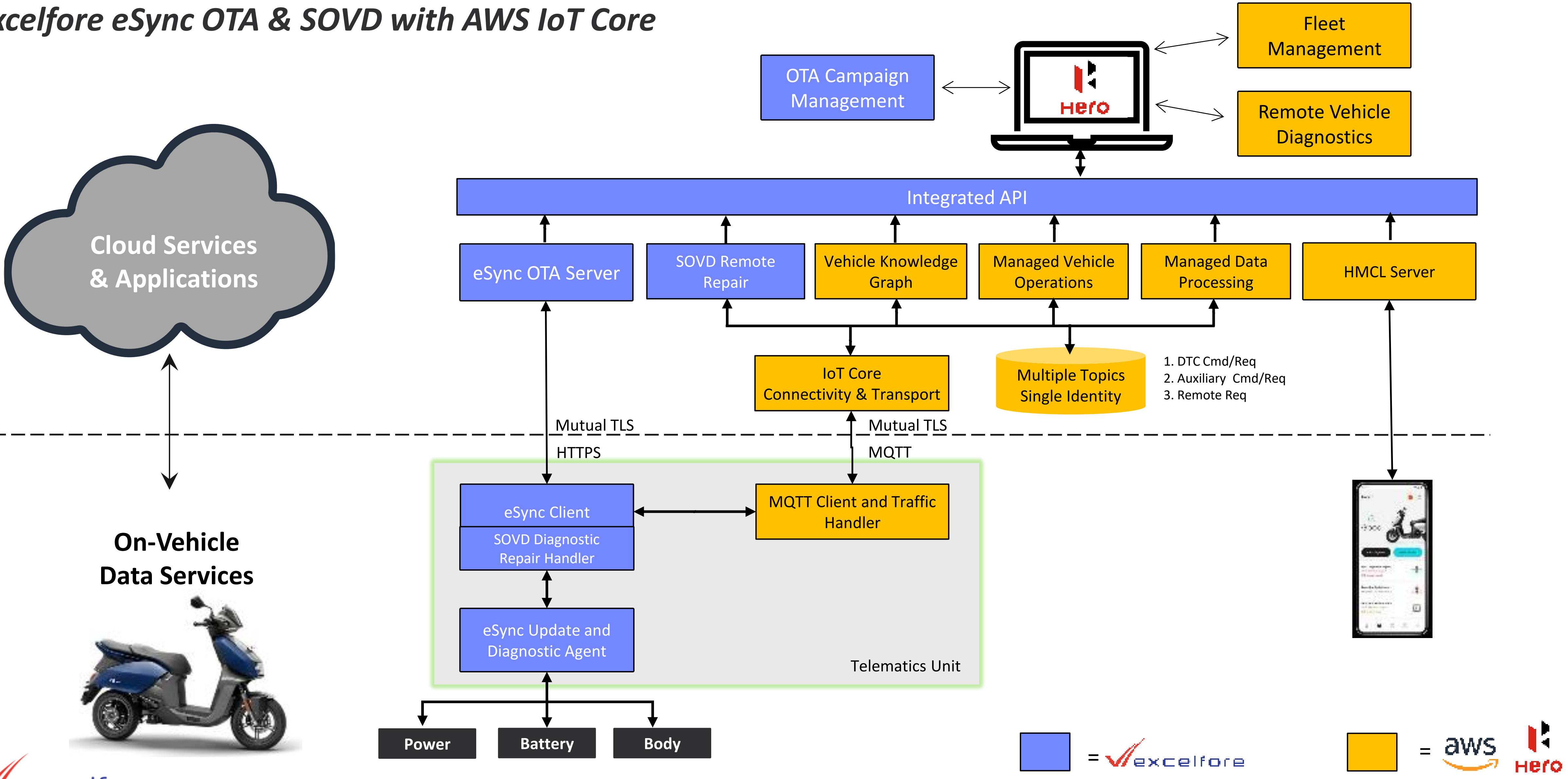
Cloud Services Connect to All of the Edge Electronics in Each Motorbike



excelfore

Implementation: Integrated Remote Diagnostics and Repair

Excelfore eSync OTA & SOVD with AWS IoT Core



Initial Results

Operational Efficiency

- > 99% Availability
- > 2 Million API Requests per Day

Enhanced Driver Experience

- Effective Remote Diagnostics / Remote Repair
- New Feature(s) without a Trip to Dealer

Safety, Security and Compliance

- Full Logs – All Software in All Devices in All Motorbikes in the Program

