![eSync Alliance logo]

Summer 2025

A decade-defining moment for standardization

FROM THE CHAIR'S DESK:
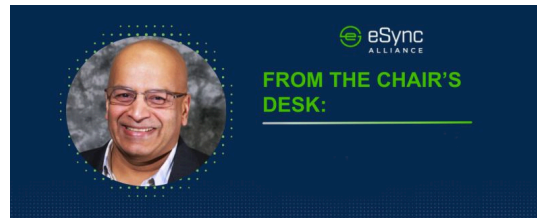
As I reflect on the state of our industry, I'm struck by a profound realization: we are living through one of the most consequential periods in automotive history. The decisions OEMs make about standardization in the next 12 to 18 months will fundamentally shape their competitive position, and perhaps even their survival, for the next decade.

Looking ahead, I envision an automotive landscape where software-defined vehicles are the norm, not the exception. Vehicles will receive seamless updates that enhance performance, add new features, and maintain security, all through standardized, interoperable systems. The OEMs who embrace standardization today will be the ones thriving in that future. Those who cling to proprietary, fragmented approaches will find themselves struggling with technical debt and integration nightmares. Those who rely on dealer visits or in-person technician calls will disappear.

The technology we're working on isn't just live and evolving; it's vibrant and transformative. Unlike legacy systems that become obsolete, standardized OTA frameworks grow stronger and more capable as the ecosystem expands. They adapt, they scale, and they endure.

If I reflect on our recent efforts, working with ASAM, the Autoware Foundation, COVESA, SOAFEE … the level of collaboration we have engendered is beyond the scope of any one company. These are the daily proofs of the impact of trade associations and of the opportunities for you to contribute.

For OEMs, the choice is clear: adopt standardization now and build a foundation that will serve you for years to come, or risk being left behind as the industry moves toward unified, interoperable solutions. The window for getting this right is open today, but it won't remain open indefinitely.

The future belongs to those who standardize. The question isn't whether this transformation will happen, it's whether you'll be leading it or chasing it.

Best regards,

Shrikant Acharya, Chair of the Board, eSync Alliance

Combining ASAM SOVD and eSync to enhance Over-the-air (OTA) update Capabilities

Whitepaper by ASAM e.V. & eSync Alliance

The eSync Alliance announced last fall collaboration with ASAM e.V. that promised to revolutionize how the automotive industry approaches software-defined vehicle lifecycle management. Together, we've developed a comprehensive white paper exploring how ASAM SOVD (Service Oriented Vehicle Diagnostics) and eSync can be

integrated in vehicles, creating a powerful synergy for OTA updates and remote diagnostics.

This collaboration acts as a blueprint for the future of connected vehicle systems. By combining ASAM SOVD with eSync standardized OTA, we've created a framework that addresses the most pressing challenges facing today's increasingly complex software-defined vehicles. Our joint white paper demonstrates how to implement an integrated approach, delivering scalable, secure, and future-ready SDV lifecycle management, enabling standardized cloud-based OTA and diagnostic interfaces, supporting predictive diagnostics and streamlined fleet management, and ensuring safe, reliable OTA processes across all vehicle architectures. Download the white paper here.

The hidden costs of in-house OTA development

The true cost of developing OTA solutions in-house extends far beyond initial development expenses, and our latest blog article pulls back the curtain on these often-overlooked financial realities. It reveals why many automotive companies find themselves facing budget overruns and extended timelines when they choose to go it alone.

Our analysis examines the complete lifecycle costs of OTA development, from initial architecture design through ongoing maintenance and security updates. The blog explores several critical cost factors that organizations frequently underestimate: the need for specialized cybersecurity expertise, the complexity of ensuring compatibility across diverse vehicle architectures, the ongoing burden of maintaining custom infrastructure, and the hidden costs of integration challenges that arise when working with suppliers and partners on a proprietary solution platform. Perhaps most significantly, we examine the opportunity cost of diverting engineering resources from core automotive innovations to reinvent OTA infrastructure that already exists in standardized form. Read the full analysis here.

While we're on the topic of the core automotive innovations, let us also mention that the eSync Alliance is doing industry-leading work on OTA of containerized software. If you missed our second blog on the importance of containerization, you can read it here.

VicOne further strengthens The eSync Alliance

The eSync Alliance is excited to welcome VicOne, a leading automotive cybersecurity company, as our newest member. This strategic addition further strengthens our community's cybersecurity expertise and underscores the critical importance of

security in standardized OTA solutions. VicOne brings deep experience in automotive cybersecurity, including threat detection, incident response, and security architecture for connected vehicles.

When vehicles become increasingly connected and software-defined, cybersecurity becomes foundational to the entire ecosystem. As we continue developing standards, VicOne's expertise will be invaluable in ensuring the security of vehicles, data, and ultimately, the people who depend on these systems. Their participation highlights the growing recognition that standardization and security must work together to ensure that eSync continues to set the bar for both interoperability and protection in automotive OTA solutions. Learn more about VicOne's involvement with the Alliance here.

Member updates

JoyNext

JoyNext, a leading automotive technology company and eSync Alliance member, recently contributed an insightful article to Automobil Elektronik magazine that captures the transformative potential of standardized OTA updates. In "Safe and Efficient: Standardization of OTA Updates," JoyNext describes how eSync technology enables vehicles to become "smarter and safer overnight" through updates users can confirm from their smartphone at home, emphasizing that security and standardization are essential foundations for reliable OTA implementation at the system architecture level. You can read the article here.

Excelfore

eSync Alliance member Excelfore has announced strategic support for the new Arm Zena Compute Subsystems (CSS), a pre-integrated platform designed to accelerate AI-defined vehicle development. The collaboration integrates eSync OTA within the SOAFEE blueprint, enabling seamless software updates across virtual and physical platforms while working alongside Red Hat, AWS, Siemens Software, and the Autoware Foundation. This initiative advances the "shift-left" methodology for earlier testing and validation, allowing automotive developers to innovate faster while maintaining safety standards through the Excelfore implementation of standardized OTA capabilities that provide secure, scalable connectivity from cloud to edge devices. Find out more here.

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