Etnetera Group
Czech Software Day @WOB

Online version
available here

Our structure

etnetera
motion

Creative
communication
agency

etnetera
core

Custom online
development

etnetera
activate

Customer experience
management

etnetera
sense

Experts with
a sense for
digitalization

etnetera
flow

Mobile apps
development

green:
code

powered by ŠKODA

About Etnetera Group

Etnetera helps companies in their digitalization journey by providing innovative IT solutions including expert consultation, analysis, and UX/UI design. Our portfolio includes web applications and portals, mobile applications, data analytics, AI and cloudification services. We deliver value through our extensive expertise, transparent communication and long-term partnerships.

28,5+ mil. EUR
revenue 2023

45+ mil. EUR
target 2026

400+
employees
100 % nearshore
(CZE & SVK)

27 years
in the market

20+ years
with VW Group

Showcase: Discover the Design of Car Apps in 2030

In the age of software-driven vehicles, the driver will face new challenges such as advanced planning, charging, autonomous driving or AI features. In 2030, a mobile phone will remain a hub of simple interaction. A car app will assist the driver in easily and elegantly controlling the complex vehicle ecosystem while feeling secure.

Shift of User Expectations

Users will expect their car app to fully integrate their personal data and much more.

Key Tech Advancements

The car app will leverage AI to anticipate drivers' needs, integrating seamlessly with a smart home.

Contribution to Sustainability

With green charging, car sharing, and holistic navigation, the app can significantly promote eco-friendly car ownership.

Mobile App in Customer Lifecycle

Thanks to vehicle and personal data, the app can simplify car selection, purchasing, and selling.

Showcase: Experience the MyŠkoda App Development

In 2024, MyŠkoda is developed using the latest native technologies to achieve top performance and code reliability. The user-friendly design has been honored with the Red Dot Award. The app development strategy focuses on creating innovative functions that cover the entire customer lifecycle.

New Car Order Tracking

When ordering a new vehicle, customers can track the progress of production and delivery right up to the point of handover.
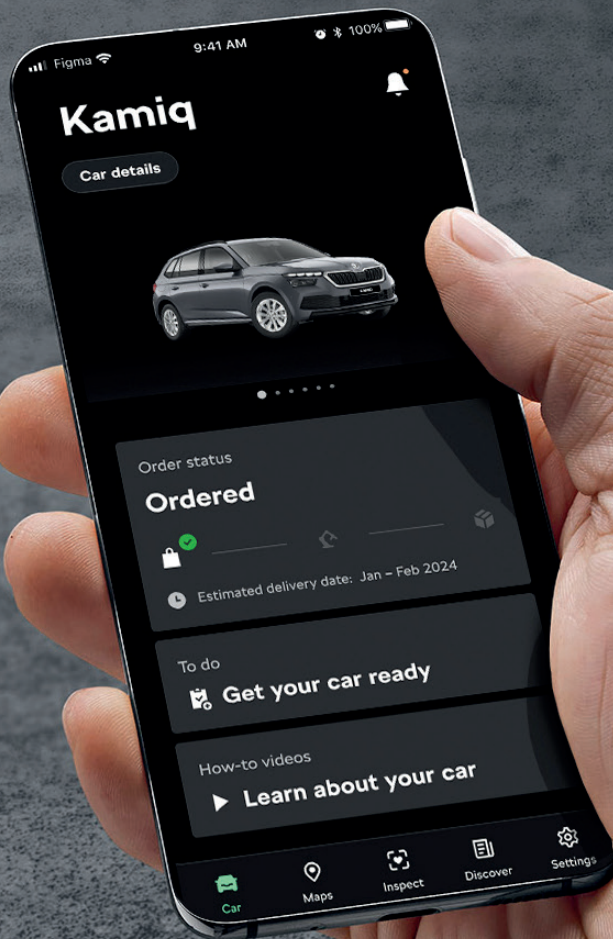
Fuel Logbook

Log your refuelling and charging sessions and analyse your driving costs.

Loyalty Program

Users collect points for completing challenges, and exchange the collected points for Škoda merchandise.

Test Ride Order

App users can order a test ride right from the app. This function and the app are available to any user, regardless of car ownership.

Showcase: Get inspired by the AI-Powered Direct Quality Feedback Solution

The DQF project for Škoda Auto was implemented with the aim of streamlining production processes and speeding up feedback when detecting errors in the Kvasiny production facility. Using AI, DQF enables faster identification and elimination of worker mistakes, thereby increasing the efficiency and quality of car production.

Faster Identification

The teamleader no longer has to search for the errant worker manually, saving time and delays on the production line.

More Efficient Production

DQF makes it possible to speed up the delivery of cars to the customer because there is a shorter waiting time to fix the defect and, in the long run, these defects occur less and less.

Elimination of Recurring Mistakes

Thanks to faster feedback to employees, often repeated mistakes are gradually eliminated.

More Accurate Worker Training

DQF identifies gaps in the worker's knowledge and enables them to be trained more quickly in areas they do not understand.

Showcase: Explore the Digital Showroom Global Solution

The Digital Showroom improves the customer experience in Škoda Auto showrooms and is integrated into the sales process. The main role is played by a tablet app for dealers and VideoWall, TouchTable and TouchScreen for easy and interactive visualisation of vehicle information such as technical specifications, vehicle visualisation, sales arguments, dealer training and integration with ŠKODA Tube.

Digitalization of Stores

In-store technology can improve the user experience, engage the customer and give the retailer a powerful argumentation tool.

Interactive Elements

Videos on the walls or a touch screen in the showroom help to engage and inform the customer about the benefits of specific car models.

Touch Screen Configurator

Customer can build their dream car on their own or in collaboration with a salesperson using a touchscreen. Quickly & easily.

Reasons to Buy

Dealers have sales arguments on the tablet in favour of new or existing product models to appeal to the customer.

Showcase: Towards Car Infotainment on Android Automotive OS

Automakers need to reduce development time and costs while meeting the increasing demand for connected cars and advanced infotainment features. The main advantages of AAOS are its rapid development and ability to create additional applications and services more quickly and inexpensively due to its open-source nature and large Android developer community.

The Future of Apple CarPlay and Android Auto

An increasing number of car buyers now prioritize unique in-car systems over sole reliance on smartphone integration, which has its limits.

Air-Conditioning AAOS App

Having the AC control app ready, we can also integrate any other hardware components provided by the VHAL (The Vehicle Hardware Abstraction Layer).

Ramping up AAOS Competencies

As leaders in Android development, we are actively developing skills and building teams for the future wave of Android Automotive OS development.

Shared Car AAOS App

It automatically records driving time to monitor vehicle usage by employees, allowing easy switching between private and business trips and supporting multiple users.
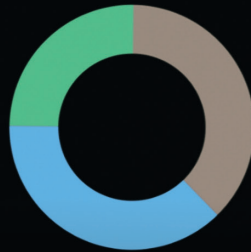
Pavel Stambrecht

2 min
WORK TRAVEL

3 min
PERSONAL TRAVEL

3 min
NO TRAVEL

START
IGNITION STATE

Work travel

Personal travel

61° 68°

We cooperate with

ŠKODA

PORSCHE
HOLDING

KBC

ROSSMANN

direct
pojišťovna

Košík.cz

O₂

MERKUR
BETS

VOLKSWAGEN
FINANCIAL SERVICES
THE KEY TO MOBILITY

Where we are headed

Best of
both worlds

- Culture
- Productivity

1

DACH
region focus

- Natural partner for
German companies

2

~38%
mobility
share

- Deep know-how
- Outside inspiration

3

€45 million
by 2026

- 20 % growth rate
- €8 million for VW

4

Contact us

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