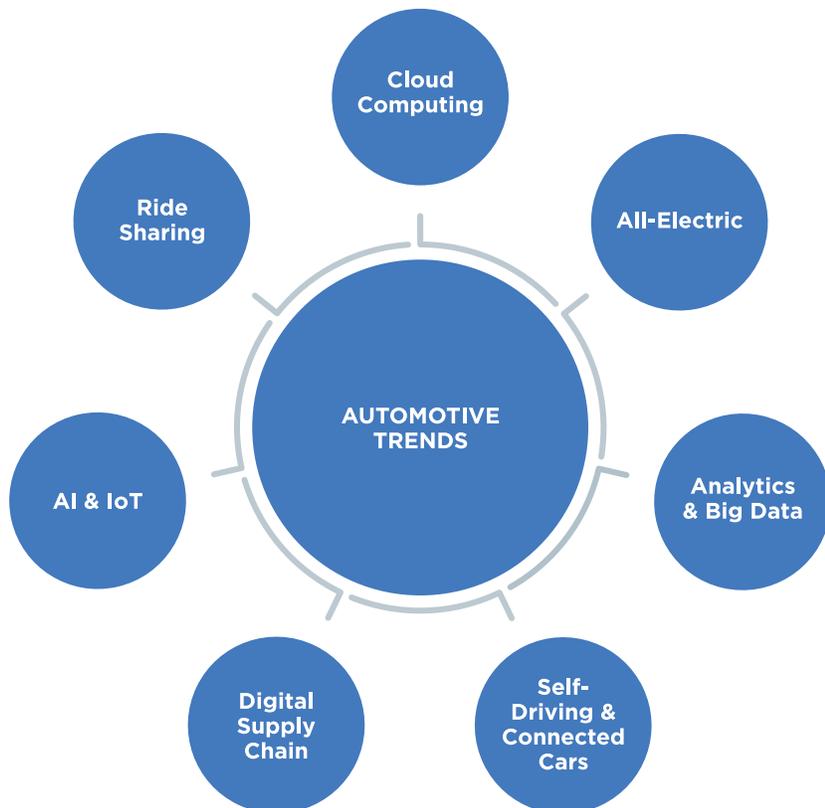# Accelerating Transformation for the Automotive Industry

The automotive industry is in the midst of a big transformation. As consumer demands and expectations evolve, manufacturers are moving quickly to develop a host of new technologies including electric propulsion and self-driving. Traditional automotive business models must adapt to the effects of digitalization including the growing popularity of app-driven ride hailing and car sharing.

To enable new innovation initiatives, auto manufacturers need to increase efficiency, freeing up resources in both IT and lines of business. Digital transformation is essential for automotive companies seeking to:

- Enhance the customer experience from purchase to operation to maintenance.
- Optimize the supply chain and streamline design, production, distribution, and service for lower cost and improved time to market.
- Capitalize on new digital business opportunities including online purchasing, product customization, and even Mobility as a Service (MaaS).

"The automotive industry has learned quickly that they must meet consumer demands for a digitally enhanced experience when they are researching, purchasing and operating a car."

– Forbes

AUTOMOTIVE TRENDS

- Cloud Computing
- All-Electric
- Analytics & Big Data
- Self-Driving & Connected Cars
- Digital Supply Chain
- AI & IoT
- Ride Sharing

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YOUR ENTERPRISE CLOUD

THE DIGITAL ENTERPRISE

Companies today face growing threats from shifting consumer habits, global competitors, and well-funded startups. Enterprise leaders worldwide are looking for ways to gain a sustainable advantage in an increasingly competitive global economy.

Embracing digital technology and evolving to become a "digital enterprise" is essential for companies to survive and thrive. A digital enterprise is one where digital technology plays a central role in how a company: operates, creates products and services, generates revenue, seizes competitive advantage, and produces value. A digital enterprise is more competitive, more efficient, and more dynamic.

All applications and services run on the same infrastructure, simplifying operations and accelerating results:
- Business-critical apps
- Big data analytics
- Manufacturing execution systems (MES)
- IoT
- Machine learning
- And more

To prepare for the future you may have to fundamentally rethink your organization's approach to digital infrastructure and services. Nutanix Enterprise Cloud, the industry's leading hyperconverged infrastructure (HCI) platform and multi-cloud solution, simplifies IT infrastructure and cloud management and frees your team to focus on the initiatives that will move your company forward.

Nutanix transforms core datacenters and enables a multi-cloud environment that includes public cloud and service providers, while also encompassing critical production and distribution facilities and remote offices.

Infrastructure and even clouds become invisible, allowing you to more quickly design new products, applications, and services, turning IT into an engine for agility and innovation.

NUTANIX ACCELERATES DATACENTER MODERNIZATION

The complex and fragmented IT environments commonplace in automotive datacenters result in application and data silos that make it almost impossible to meet digital transformation goals. With data isolated on incompatible systems, it's hard to get a full picture of your operations or build seamless end-to-end processes.

Datacenter modernization is essential to:
- Increase efficiency and decrease operating costs
- Leverage data to gain insights across divisions and between companies
- Free up IT to focus on innovation and business value
- Deliver a seamless end-to-end experience for customers
- Enable new business models

Nutanix accelerates your modernization efforts by delivering:

Greater operational efficiency and integration. By reducing complexity and simplifying management, Nutanix frees up IT and application teams to focus on process improvements and transformation goals. Cross-functional insights make it possible to improve the customer experience and optimize the supply chain.

Agile development that reduces time to market. Software development has become critical for the automotive industry, and companies are embracing DevOps to accelerate software delivery. Nutanix Enterprise Cloud helps automate application workflows and enables self-service provisioning to achieve fast, repeatable software deployments for development and production.

Innovation to empower your employees. Automotive design, development, and production routinely spans multiple geographies. Nutanix delivers digital workspaces including applications and data to empower global teams, addressing the needs of today's mobile workforce whether they're in the office, on the shop floor, or on the move.

Security from the ground up. Nutanix takes a security-first approach with built-in defense in depth. Consolidated systems make it easier to meet regulatory compliance. Security is designed in rather than bolted on.

NUTANIX DIGITAL ENTERPRISE FOR AUTOMOTIVE

Nutanix Enterprise Cloud delivers a digital enterprise solution for innovation, melding private, public, and distributed clouds to provide a single control point for managing infrastructure and applications.

Software-defined. Nutanix pioneered hyperconverged infrastructure technology, integrating compute, virtualization, storage, networking and security to power any application, at any scale. The 100% software-defined solution can be deployed on your hardware of choice, providing you with unmatched flexibility.

One-click management. Everything in your multi-cloud environment can be managed through Nutanix Prism, streamlining common IT workflows and providing a single interface for managing servers, storage, data protection, virtualization, and more.

Multi-cloud orchestration. Nutanix Calm simplifies the deployment and management of complex applications by incorporating all elements of each application into an easy-to-use blueprint, enabling fast and easy deployment across multiple environments. Deploy the same application stack quickly and repeatably in datacenters, in the public cloud, and in production and distribution facilities.

Advanced digital workspaces. Virtual desktop infrastructure (VDI) and application virtualization enable digital workers to access their desktops and information from anywhere, while data remains secure. Nutanix Enterprise Cloud makes digital workspaces simple to deploy and manage, and delivers a better end-user experience.

Cloud services. Nutanix is launching Xi Cloud Services as a native extension to our Enterprise Cloud platform, delivering an integrated hybrid cloud environment that can be instantly provisioned and automatically configured. Xi Cloud offers Leap™ disaster recovery service, Frame for flexible multi-cloud Desktop-as-a-Service (DaaS), and Xi IoT to accelerate edge computing and IoT deployments.

READY TO FAST TRACK YOUR TRANSFORMATION?

Nutanix is a trusted partner for the automotive industry, helping major manufacturers transform their businesses. To learn more about how Nutanix can help your business prepare for the future, contact Nutanix at info@nutanix.com, follow us on Twitter @nutanix, or send us a request at www.nutanix.com/demo to set up your own customized briefing.

CUSTOMER QUOTES

"After the early-stage test, we found that Nutanix's products are very much consistent with the SAIC Volkswagen's plan for private cloud in both functions and performance. Some of its features are even beyond our expectation," said Wang Chunxiao. "In addition, Nutanix is pioneered in hyperconvergence, and its Enterprise Cloud technology is in a leading position in the market, which echoes SAIC Volkswagen's leading position in the auto industry."

"If we could use one word to describe the benefits brought by Nutanix, that would be 'trouble-free'. The virtual environment in the past relied on manual operation, which would normally take two days to deliver. But now, only one hour to two hours are needed to complete the same workload."

– Wang Chunxiao, SAIC Volkswagen project leader

"Nutanix has developed a very innovative technology and a set of really great products. The high performance and ease-of-use of the Nutanix systems are un- matched in the industry today."

– Manoj Tiwary, Director of Information Technology & Business Services, Subaru Canada Inc.

"We were able to consolidate all of our workloads onto Nutanix. It's a real time-saver to have just one platform to manage, as opposed to dealing with multiple servers and storage systems. Nutanix has streamlined our data center architecture."

"The Nutanix systems are very easy to manage. Nutanix Prism enables us to manage both of our Enterprise Cloud systems as one. We really like all of the graphs and reporting tools, and it always alerts us immediately if there are any issues. We used to spend a lot of time managing and trouble-shooting our NetApp systems. By switching from NetApp to Nutanix, our IT team can work on other projects that are more critical to the business."

– John Milic, IT Consultant, Subaru Canada

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