

Global automotive manufacturer accelerates their cloud journey



NetApp hybrid cloud solution helps automotive manufacturer modernize their Product Data Management system in the cloud.

For the past two decades, Mercedes-Benz has leveraged NetApp® technologies to help keep their business on the cutting edge. In their latest collaboration, the automotive manufacturer engaged NetApp to help them accelerate the migration of their Product Data Management (PDM) solutions to the cloud.

NetApp expertise and NetApp Cloud Volumes ONTAP® software empowered the automotive giant to embark on its digital transformation journey with enhanced scalability, agility, and data management capabilities.

Zero disruption to application performance or data access

“NetApp’s automotive expertise has been instrumental in empowering the customer to accelerate their cloud journey. By leveraging NetApp hybrid cloud technology, the customer seamlessly migrated its PDM platform to the cloud, enjoying immediate benefits while preparing for future modernization initiatives.”

Modernizing the PDM platform

Mercedes-Benz decided to rehost its existing on-premises PDM system in a public cloud environment. However, modernization of the underlying PDM platform would take several years. The automotive pioneer needed a solution to help build an easy, nondisruptive path to the cloud that would allow them to immediately leverage the benefits of the cloud while keeping their transformation plans on schedule.

A two-step approach

Recognizing the challenges of modernizing its PDM platform, the customer decided on a two-step approach:

- **Step 1:** “Lift and shift” the existing PDM platform as-is to the cloud to immediately start reaping the cloud benefits.
- **Step 2:** Refactor and rebuild the new cloud-based PDM application.

NetApp’s offering of an identical storage platform on premises and in the cloud made it the ideal choice for this scenario.

Seamless migration with Cloud Volumes ONTAP

NetApp Cloud Volumes ONTAP facilitated the migration of the PDM platform data from the on-premises ONTAP environment to the cloud. It continues delivering optimized global PDM operations with snapshots and other efficient functionalities within a given cost structure. And unlike other storage solutions, Cloud Volumes ONTAP supports both CIFS and NFS protocols, preserving data access for the customer’s global engineering teams.

Why NetApp

The customer chose NetApp to help them with their cloud transformation for several reasons.

Nondisruptive migration

The migration to Cloud Volumes ONTAP enabled the global engineering teams to continue their daily work seamlessly, with no impact on application performance or data access. The familiar storage management and data protection features remained intact, providing a smooth transition to the cloud.

High availability

To make sure data is always available when and where it is needed, the infrastructure is divided into three availability zones (Figure 1). Data is synchronized between the three zones. Backup within the same region helps mitigate a data center outage. Automatic failover capabilities enable business continuity in case of an outage.

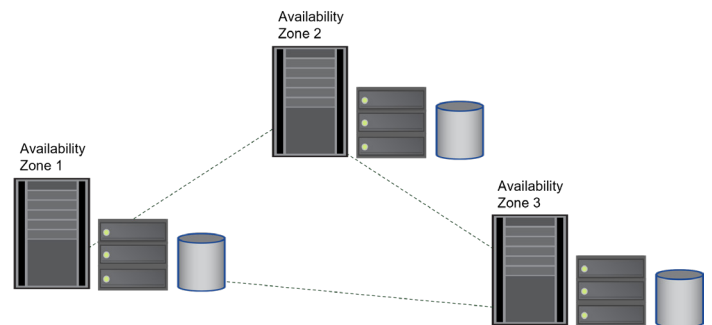


Figure 1) Synchronized backup among three availability zones (on premises and in the cloud) delivers high availability.

Built-in data protection

To enforce companywide data protection policies, the customer deployed Cloud Volumes ONTAP with a public cloud backup service, ensuring the safety and security of mission-critical data stored on a NetApp storage infrastructure in the cloud.

Robust data security

To meet security requirements, the solution provides full encryption of all data stored and transferred inside and outside the public cloud environment using a “bring your own key” concept (Figure 2). For further security, the cloud provider offers the highest physical security standards available, including access control, equipment disposal, and compliance.

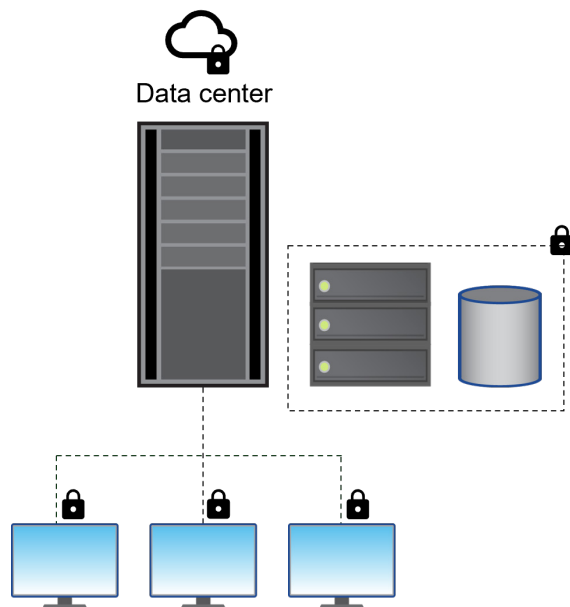


Figure 2) Data is fully encrypted at rest and in flight, with a “bring your own key” policy to control unencryption.

Teamwork is the secret to success

NetApp’s automotive expertise has been instrumental in empowering the customer to accelerate their cloud journey. By leveraging NetApp hybrid cloud technology, the customer seamlessly migrated their PDM platform to the cloud, enjoying immediate benefits while preparing for future modernization initiatives.

With these industry-leading solutions and expertise, Mercedes-Benz has unlocked new levels of scalability, agility, and data management, positioning themselves for continued success in the ever-evolving automotive industry.



Learn more

Accelerate your digital transformation with [NetApp solutions for automotive](#).

NetApp products

Cloud Volumes ONTAP



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About NetApp

In a world full of generalists, NetApp is a specialist. We’re focused on one thing, helping your business get the most out of your data. NetApp brings the enterprise-grade data services you rely on into the cloud, and the simple flexibility of cloud into the data center. Our industry-leading solutions work across diverse customer environments and the world’s biggest public clouds.

As a cloud-led, data-centric software company, only NetApp can help build your unique data fabric, simplify and connect your cloud, and securely deliver the right data, services and applications to the right people—anytime, anywhere. To learn more, visit www.netapp.com



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