

## Driving automotive transformations

Tune up your software development and data management capabilities for maximum efficiency with NetApp.



In the automotive industry, vehicles are starting to blur the boundaries between hardware-driven machines and software-driven devices. In the process, consumer expectations from their vehicles and what makes a product competitive are changing.

From device connectivity to autonomous driving capabilities, automakers require rapid advancement of their data handling systems. With cost-efficient storage, airtight compliance management, and more, NetApp can help you develop these abilities as a strategic partner.

Here are four key ways we can get your transformation up to speed:

### Reason #1: We make cloud costs aerodynamic

While cloud adoption increases productivity, without effective monitoring and automation, expenses can quickly spiral out of control.

**32%**

The amount of total cloud spending that enterprises estimate is wasted

[SOURCE](#)

**61%**

Proportion of companies seeking to optimize cloud costs in 2022

[SOURCE](#)

**64 zettabytes** (2020)  
↓ ↓ ↓ ↓ ↓  
**15,000 zettabytes** (2035)

Innovations like self-driving EVs are set to cause a surge in the total global datasphere, which will also increase management costs

[SOURCE](#)

The lack of visibility into cloud computing resources and the struggle to manage them has direct cost implications for automotive businesses. At NetApp, our toolset offers full-stack visibility and uses machine learning to meet application needs with the most efficient mix of instances and pricing models, eliminating overprovisioning and waste.

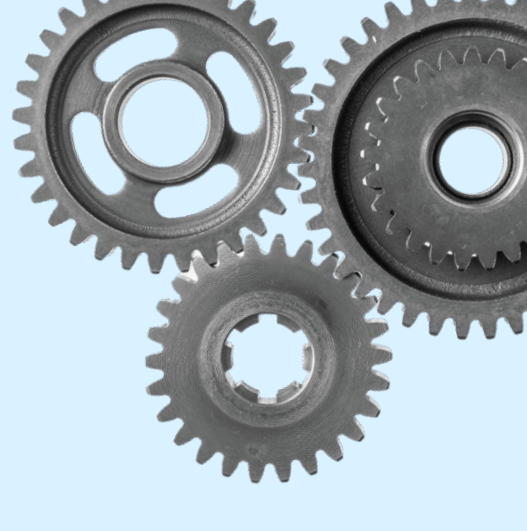
### Reason #2: We kick software development into top gear

Today, automotive companies from around the world are competing on a global scale to bring new software-based features to market first. To stay ahead of the curve, forward-thinking manufacturers are aiming to create agile environments where software and product innovation can flourish.

**300%**

Increase in the average complexity of individual software projects in the automotive industry over the past decade

[SOURCE](#)



**49%**

Automotive software professionals that say testing and software validation are too time-consuming

[SOURCE](#)

**27%**

Automotive software professionals who believe they aren't testing early enough in development, so they are finding bugs too late

[SOURCE](#)

The amount of time and resources spent on inefficient testing methods is hindering automotive manufacturers' ability to achieve faster time-to-market, reduce costs, and higher output quality.

NetApp solutions enable developers to run more builds and test environments concurrently, deploy code more rapidly, and release software more consistently. This allows automakers to iterate faster and be more responsive to consumer needs.

### Reason #3: We put the brakes on cybercriminals

The speed of advances in software development has left data protection capabilities lagging for many, presenting an increased risk of liability and falling foul of regulations.

Only **10%**

OEMs that believe they are well prepared in regard to cybersecurity measures

[SOURCE](#)



**Top 10**

The automotive industry is one of most targeted industries for ransomware attacks

[SOURCE](#)

**6/10**

Medium-large companies suffered cyber attacks in 2021

[SOURCE](#)

From location and movement data to personal details and internet usage, the growing volume of valuable customer data is leading to a higher risk of attack by malicious actors, leading to financial and reputational damage.

Our zero-trust framework allows you to monitor and analyze access patterns, automatically detect suspicious activity, and block assaults in real time. Additionally, we provide market-leading backup and restoration capabilities, bringing you ironclad disaster recovery.

### Reason #4: We offer pole-position cloud expertise

The cloud is playing a critical role in software-defined vehicle development. By enabling automakers to manage complex vehicle software architectures and consolidate software services, it's crucial for the creation of next-generation vehicle platforms that offer personalization to customers and over-the-air updates.

**\$310**

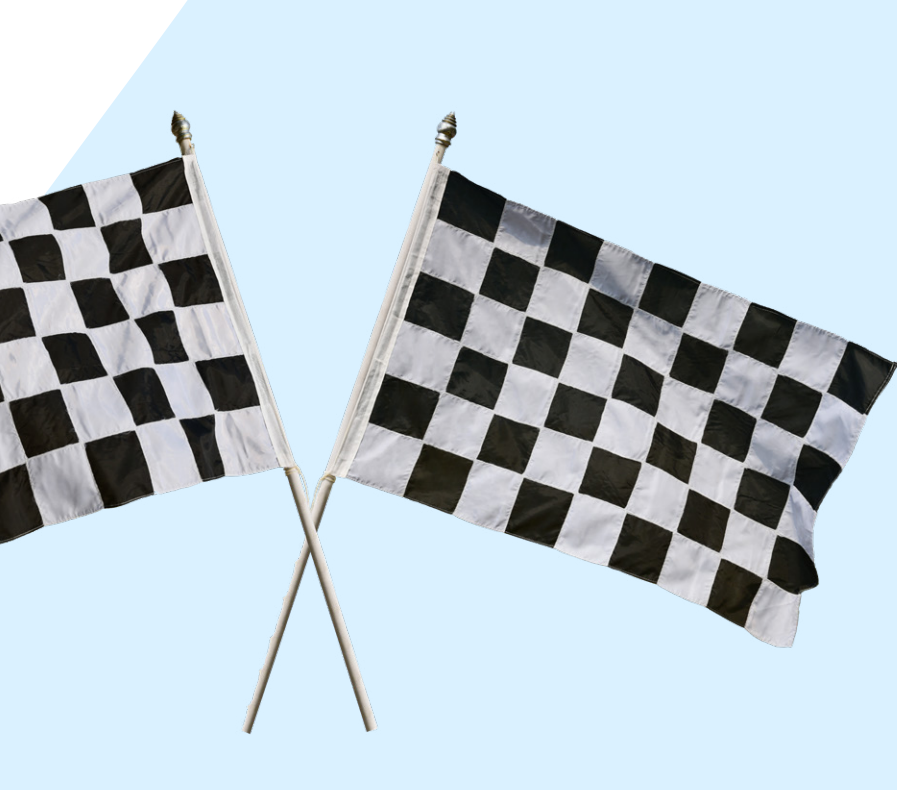
Potential per-vehicle revenue that vehicle connectivity could offer per year by 2030

[SOURCE](#)

**47%**

OEMs that struggle to collect and analyze data due to legacy IT architecture and data silos

[SOURCE](#)



Most automakers utilize numerous services from cloud providers, which can lead to shadow IT. Continually adding further cloud services on top of this makes it harder to access data and slows the productivity that cloud was intended to achieve.

As specialists in software-defined, cloud-led data services, we can help you to unlock cloud's true potential with a hybrid model that integrates all environments into a single data management experience. We bridge on-premises and cloud seamlessly, delivering data and apps to the right place, at the right time, and with the right capabilities.

Ready to turn on the ignition for your transformation?

[Find out how](#)