

The open road is paved with data.



You're not just building vehicles; you're reinventing how the world moves. To create smarter cars and improve safety and efficiency across your supply chain, all while protecting the environment, you need data. Lots of data. At your fingertips, anytime, anywhere, delivered in real time. That's where NetApp has you covered.

Unlock the value of your data across your automotive supply chain



69% of organizations don't have full visibility into their supply chains.¹



Data sharing allows companies to improve insight and optimize manufacturing processes, potentially generating more than \$100 billion in new value annually.²

Challenge

Companies want to become more cost efficient while building increasingly complex vehicles. It's impossible to do this without efficiently managing the journey of parts through the supply chain.

Opportunity

By accurately tracking the fulfillment of processes and the status of goods in transit, you can keep your promises to customers. End-to-end visibility across your supply chain reveals blind spots and removes unpleasant surprises on the journey to your destination.

[Read our automotive e-book](#) →



Improve product quality by harnessing data at testing sites and on the factory floor



Safe driving applications and autonomous vehicles generate more than 2PB of data per car per year.³



Each test car generates more than 1 billion images yearly—and at least 3 million of these need to be labeled.³

Challenge

Automotive companies must be able to access, protect, combine, and manage enormous amounts of data captured from thousands of factory systems and vehicles.

Opportunity

At NetApp, we help you lead with data by managing it as a connected experience. This involves building a unified platform, featuring private and public cloud, for the smooth and secure flow of data. Your enterprise can then accelerate artificial intelligence and deep learning to harness this data and use it to overcome challenges across your supply chain.



Reduce recalls and improve safety by automating complex testing and QA processes



More than 13 million vehicles were recalled globally between January and July of 2020.⁴



By 2030, it is expected that cars will have about 300 million lines of software code—three times more than today.⁵

Challenge

The vehicles being built today are more complex and therefore more prone to quality control issues. This leads to more recalls, which can tarnish brand reputations.

Opportunity

With machine-driven inspections, you can shift quality control into high gear. Your machine learning algorithms can achieve near real-time speeds on our scalable and secure data management platforms, which are designed to withstand the demands of your factory floor. Establishing new connections through your data makes it easier to perfect a connected car.



Take advantage of a data fabric designed for the new normal



74% of CFOs intend to shift some employees to remote work permanently.⁶



83% of office workers want to work from home at least one day per week.⁷

Challenge

COVID-19 caught everyone off guard, resulting in employees working and handling sensitive data remotely. But cars can't be built from home.

Opportunity

By embracing an on-demand data strategy, you can support a multipurpose platform to provide the most up-to-date information across your facilities and supply chain. Forget multivendor conflict—we're vendor agnostic. Manage dispersed data, connect employees, and spot risks to better protect workers everywhere, especially on the factory floor.



Fast-track innovation with AI and ML



The global automotive AI market is expected to reach almost \$9 billion by 2025, up from \$445 million in 2017.⁸



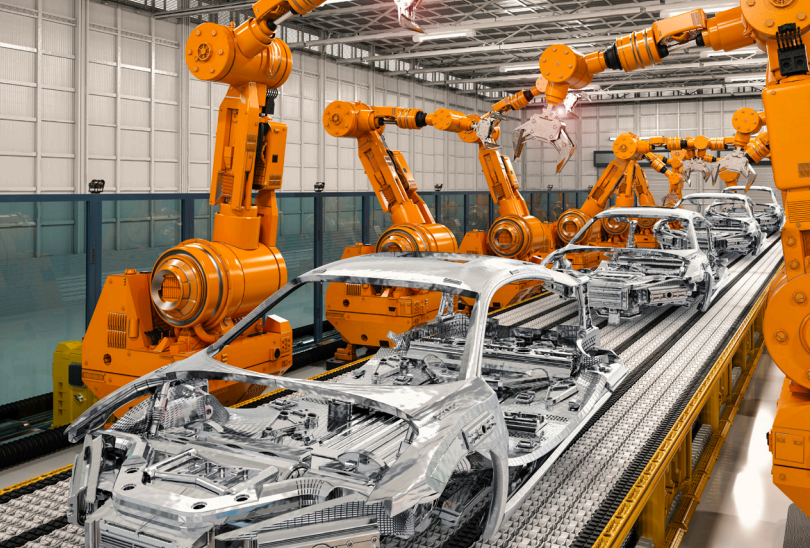
AI-based approaches can generate R&D productivity gains of 10% to 15% and accelerate time to market by up to 40%.⁹

Challenge

Automotive companies are dealing with growing consumer demands and governmental regulation. Becoming agile, cost efficient, and risk free all at the same time is very challenging.

Opportunity

Get a complete view of your company. With our NetApp® AI- and ML-based solutions and fully managed services spotting inefficiencies, safety gaps, and anomalies, you can finally devote all of your time and resources to innovation.



Read our e-book to learn about all of the products and services that we offer to turn the challenges you are facing into opportunities for growth.

[Read now](#) →

¹ <https://insider.zurich.co.uk/risk-mitigation/supply-chain-resilience-2018/>

² <https://www.bcg.com/publications/2020/manufacturers-unlock-value-from-data-sharing>

³ <https://blog.netapp.com/how-to-build-a-data-pipeline-for-autonomous-driving/>

⁴ <https://finbold.com/over-13-million-vehicles-recalled-year-to-date-globally/>

⁵ <https://www.mckinsey.com/industries/automotive-and-assembly/our-insights/the-race-for-cybersecurity-protecting-the-connected-car-in-the-era-of-new-regulation#>

⁶ <https://www.secmagazine.com/articles/92079-of-finance-leaders-intend-to-shift-some-employees-to-remote-work-permanently-post-covid-19>

⁷ <https://www.pwc.com/us/en/library/covid-19/us-remote-work-survey.html>

⁸ <https://www.alliedmarketresearch.com/automotive-artificial-intelligence-market>

⁹ <https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/building-smarter-cars>

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.

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