Connect data, adapt smarter

Put more rubber to the road in Volkswagen Group's evolution by harnessing the best of cloud

NetApp

Data mobility fuels adaptability

Smart factories and connected vehicles mean automotive businesses like Volkswagen Group have vast quantities of data at their disposal. Accessing the right data at the right time can be the difference between success and failure. For instance, the inability to obtain and share automotive data when and where it's needed hampers new vehicle sales, product development, supply chain schedules and customer satisfaction.

The need to create a more collaborative framework across all teams and sites is escalating the importance of removing silos and adding data mobility. It's only by breaking down silos and connecting data that enterprises such as Volkswagen Group can harness it effectively to shift to rising customer demands and market changes faster.

It's time to remove data roadblocks

Business data volumes typically increase by 50% year on year.[1] Because of this constant growth, many auto makers' data is spread across various infrastructure – be that on-prem, edge, private or public cloud – driving up management costs. This siloed setup explains why manufacturers still spend 80% of their time searching for, managing and preparing data compared to the 20% spent analysing it.[2]

It's findings like these which highlight that putting a data capitalisation strategy in place has gone from being a nice-to-have to a must-have.

We know that at Volkswagen Group you're already on the road to enabling data mobility as a way to extract more value from it.

Over the coming years, your goal is to be able to move data effortlessly around your entire organisation by transferring your IT architecture over to a cloud-based solution that'll speed your progression towards digitalised manufacturing.

Your cloud-based platform, with its simplified data exchange, will be a prerequisite for making innovations rapidly available across all sites. This ability to scale new applications directly means specific services and functions can be put into operation immediately and enterprise-wide.

Mini success story:

Ramping up production with the best of cloud

An iconic British sports car manufacturer engaged NetApp to provide a secure data platform underpinning its PLM environment that supports the production of its first luxury SUV by building a modern, cloud-connected IT platform. As the data specialists, we delivered unmatched speed and reliability for this automaker's engineering applications and enabled seamless integration with the cloud for bursting and additional data services and workloads. NetApp combined our technical leadership and supported this with a creative financial offering that made it both financially compelling and aligned to the required business outcomes.

BUSINESS DATA VOLUMES TYPICALLY INCREASE BY 50% YEAR ON YEAR.

You're in good company

A recent report estimated that by 2023, more than 55% of enterprises[3] will swap their outdated operational models with cloud-centric ones that help rather than hinder organisational collaboration, leading to better business outcomes.

There's a whole host of benefits this brings Volkswagen Group, including the rapid gathering and reformatting of data, faster debugging of new product design, better anticipation of manufacturing issues, and improved overall product quality.
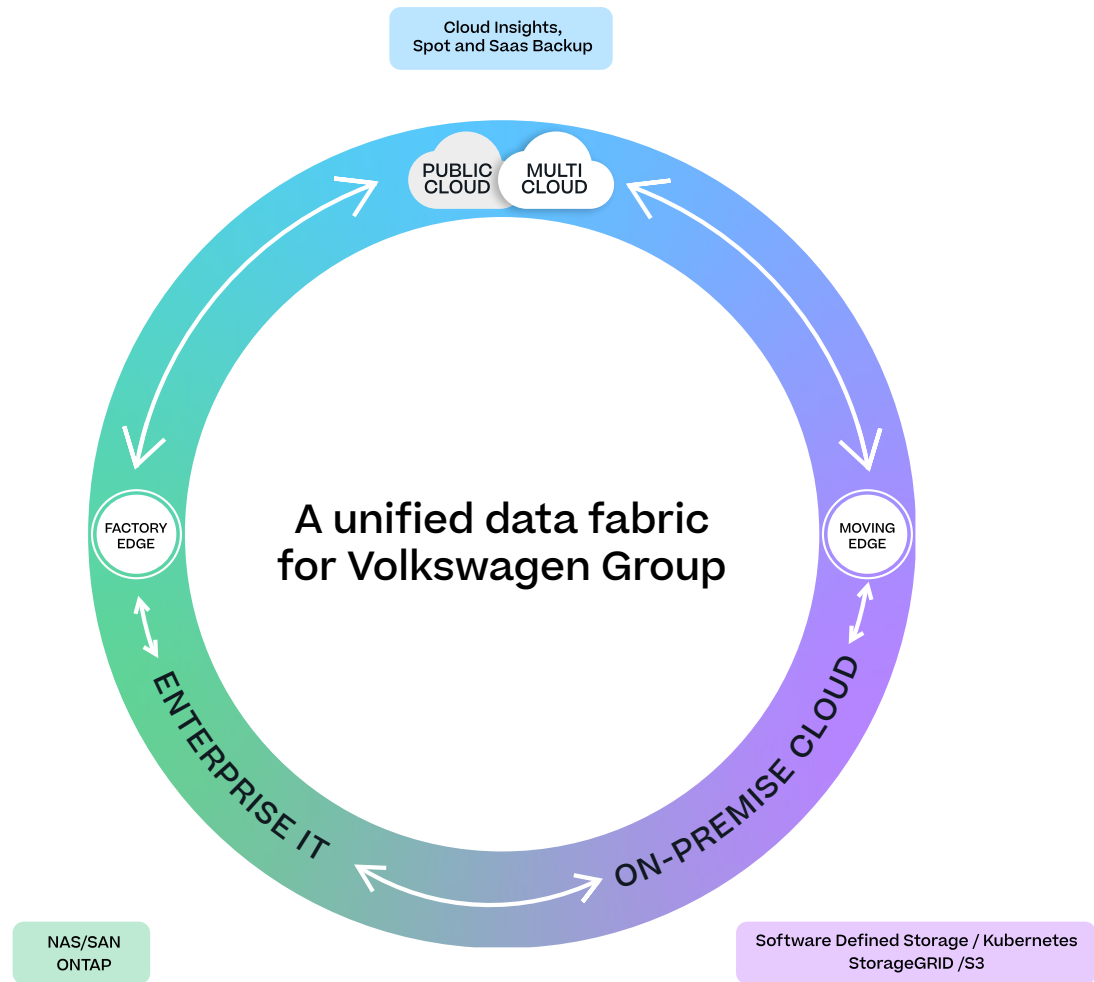
Data mobility offers you an opportunity to use your data to create new value for your customers, make better decisions and manage complex issues more effectively.

But, to achieve these gains, there are several actions you need to take:

- Invest in a unified data fabric that supports your digitalised manufacturing goals
- Determine how to store your data, including file location and data structure
- Choose analytics tools that leverage data to identify anomalies and trends
- Change the way internal teams work, shifting attention to data-driven decisions

Make data your business accelerator

As the cloud storage specialists, we can tailor our solutions to Volkswagen Group's needs. We do this by building you a unique, resilient, scalable data fabric – an architecture of systems, software and services – which links your data from edge to core to cloud, managing it as a connected experience that breaks down silos and eases exchange.

Cloud Insights,
Spot and Saas Backup

PUBLIC CLOUD   MULTI CLOUD

FACTORY EDGE

A unified data fabric
for Volkswagen Group

MOVING EDGE

ENTERPRISE IT

ON-PREMISE CLOUD

NAS/SAN ONTAP

Software Defined Storage / Kubernetes
StorageGRID /S3

Leverage constant data availability

We use expressways into hyperscale cloud providers to capture, transport and supply the right information in real time. This constant connectivity ensures your data is always available wherever and wherever you need it, enabling you to make faster, more informed decisions.

Ensure end-to-end visibility

Having a unified data fabric provides the end-to-end visibility needed to identify and eliminate issues and manage the journey of parts more intelligently. This helps you realise new value across your automotive supply chain, enhancing quality control and reducing material waste to drive down costs.

## Squeeze more value from your data

We also help you maximise the value of your AI-generated data. With a future-proof platform for your AI journey – from analytics and HPC to autonomous decisions – Volkswagen Group can speed the development of autonomous vehicles and monetise the vast quantities of data from your connected ones.

Scale new applications super speedily

Using our suite of cloud data management and storage services, we can help you scale new applications directly to all Volkswagen Group sites, so that effective services and functions can be put into action company-wide almost instantly, improving efficiency and benefitting car buyers to create sustainable market value.

At NetApp, we provide access to reliable data so that you can act with speed and confidence.

NetApp | ARC'TERYX
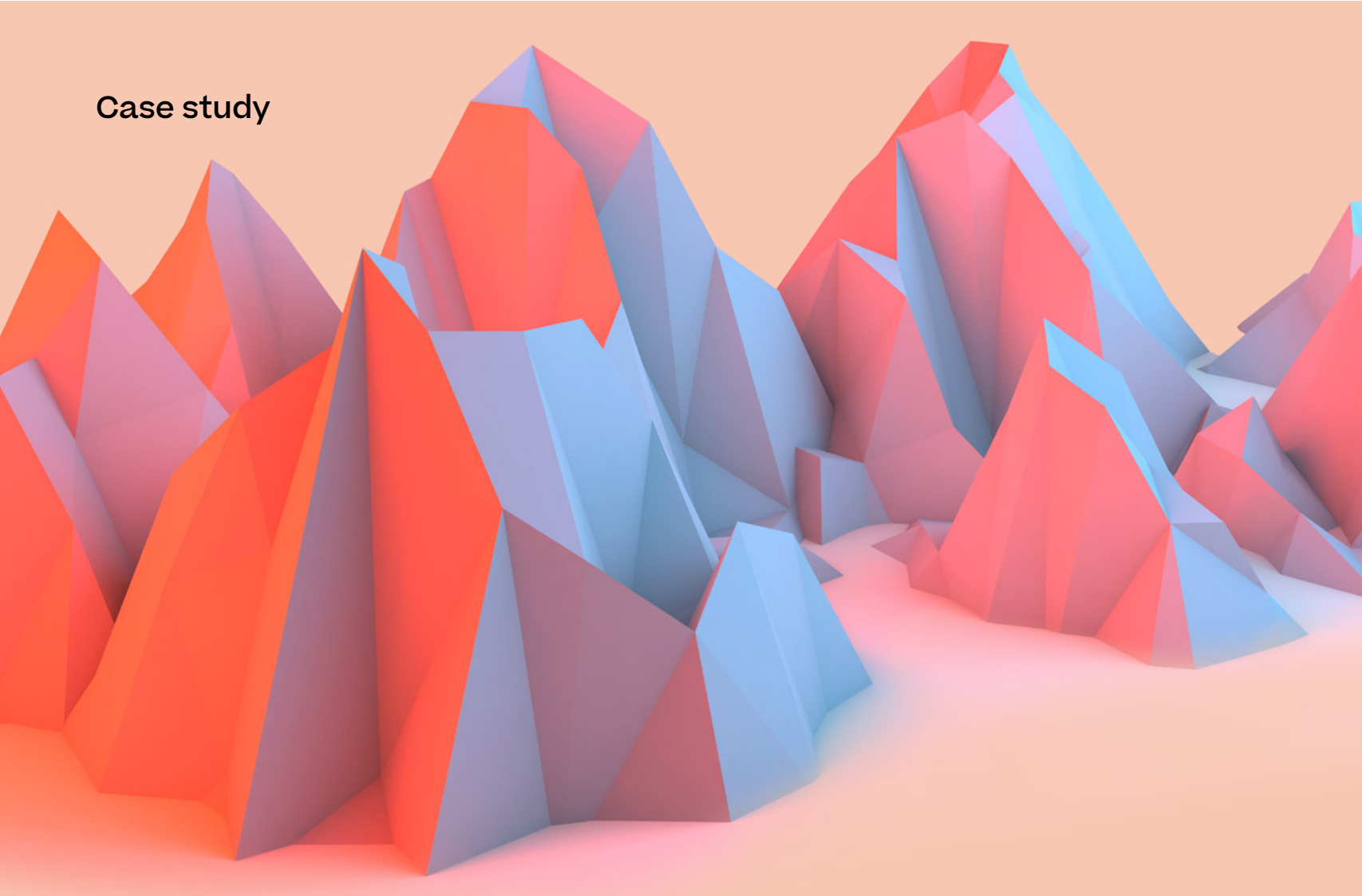
Going hybrid to meet growth goals

What does Arc'teryx do?

Using design thinking and technology to manufacture high-performance mountain sports gear, Arc'teryx provides customers with unforgettable outdoor experiences.

The problem

A struggle with its legacy systems led Arc'teryx to realise that as its business model evolved, the way it used and stored data needed to evolve with it. With further global growth on the cards, Arc'teryx wanted a solution that housed its data in an organised structure. This unified view would enable better protection, enhance data availability, boost performance, and futureproof the business.

The solution

To manage all company data as a single, connected experience, Arc'teryx worked with us and CDW to modernise its architecture to a hybrid environment. By leveraging NetApp Cloud Volumes ONTAP®, we also simplified data storage management to improve company-wide collaboration. This approach ensures business continuity through our promise that data is protected and available for individuals across the business wherever and whenever they need it.

The results

Working with us to build an agile hybrid cloud infrastructure meant Arc'teryx:

- Gained the ability to scale and meet growth demands
- Ensured business continuity for application owners
- Was empowered towards a hybrid environment

> " As we focus on bringing our product to a wider global audience and working with more partners around the world, with NetApp Cloud Volumes ONTAP, Arc'teryx has their data where they need it when they need it. "

Noah Brunn, Infrastructure Manager at Arc'teryx

n NetApp | **AtoS**

Connecting data for speedier, simpler access

What does Atos do?

Atos handles over 400 million customer transactions a month. It also helps its clients make digital transformations from legacy tech stacks to cutting-edge data solutions.

The problem

Atos' biggest challenge lies in exposing and integrating customer data stored across various platforms, including legacy and cloud. This data must integrate cost-effectively and quickly, while providing absolute security protection. Plus, data infrastructure must run smoothly and reliably.

In short, Atos needed a solution that could combine the disparate parts of its huge data portfolio into a single, unified monitoring and management system.

The solution

With all those requirements in mind, Atos looked to us for help. We built them a data fabric that simplifies and integrates data services across multiple clouds and in hybrid environments.

To integrate data better, Atos now uses our NetApp® Cloud Volumes API to let customers choose their own cloud provider in the Atos datacentre. Meanwhile, our AFF systems bring the speed necessary to manage the large transaction volumes Atos customers generate, resulting in faster, more reliable data access.

The results

Partnering with us allows Atos to solve its customers' business challenges efficiently and cost-effectively, without sacrificing quality. Using NetApp technology, Atos can also deliver hybrid cloud solutions to its customers at price points that are always competitive.
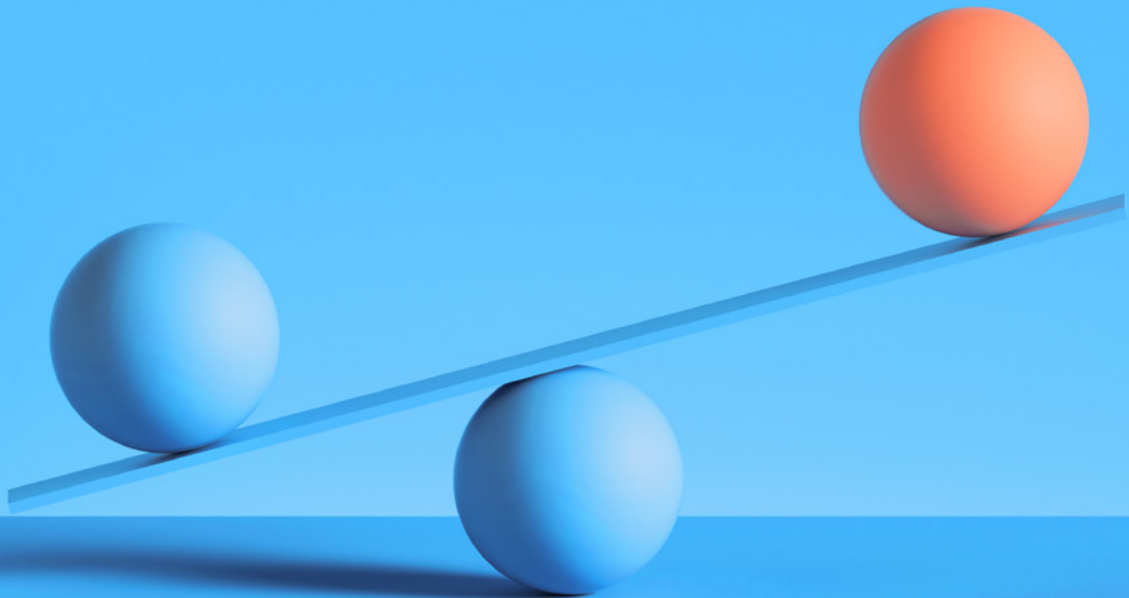
> "NetApp AFF is providing us with the fastest data access and reduced latency that we haven't ever seen before.

Nourdine Bihmane, Senior Vice President, Atos

Want to make connected data Volkswagen Group's value creator? Get in touch today.

n NetApp

Dr. Matthias Lenk

Global Technology Strategist
matthias.lenk@netapp.com