

Take the brakes off your data protection

Streamline Mercedes-Benz and Daimler Truck's data governance and security strategies with the best of cloud.

As data volumes increase, automotive manufacturers are coming to terms with the fact that old IT security practices can't keep up. Legacy processes are too slow and too inefficient to protect customer information and maintain effective compliance.

With software being central to new vehicles and factories, automakers face a complex ecosystem that involves numerous different data streams and stakeholders. Customers care more and more about data protection and governance, so getting it right will differentiate Mercedes-Benz and Daimler Truck from their competitors and help them stand out in the market.

Security isn't just a state – it's a state of mind

Handling data responsibly is vital across Mercedes-Benz and Daimler Truck's entire value chain, from partners to employees to end-customers. However, it often involves lengthy manual processes that require the classification, management, and control of security policies by hand. At NetApp, we can help in the creation of a holistic data governance approach that automates these processes, boosts legal compliance, and transforms organizational culture – ensuring customer and internal data is secured from creation to disposal.

You can't secure what you can't see

As Mercedes-Benz and Daimler Truck prepare for major structural changes such as Project Focus, they need a cohesive and global data strategy. The cornerstone for building one is having storage that delivers true availability and visibility of your data. We offer shared file and block storage on your choice of public cloud with in-place and inline encryption, integration with the leading authentication services, and advanced features to rapidly recover lost data.

56%

of executives think that automotive privacy and security will drive purchasing decisions

Source: IBM, 2020

62%

of customers say they would consider one brand over another if it had better security and privacy

Source: IBM, 2020

36%

of cybersecurity incidents in 2020 involved a data and privacy breach

Source: Upstream, 2021

Finetune your data mastery with NetApp

Our solution can empower Mercedes-Benz and Daimler Truck in every aspect of data management:

Governance

Automate data discovery, classification, and labeling. Determine data ownership, and then accelerate cataloging and disposal processes. Facilitate cloud migration, eliminate human error, and ensure that private documents are always where they should be.



Compliance

Fully understand and control your risk and compliance posture across your environments with AI-driven algorithms that identify and categorize your data, then apply policies to report and recommend remediation according to modern compliance regulations.

Protection

Our defense solutions are layered and combat cybersecurity threats through industry-leading visibility, detection, and recovery tools. Our unique approach leverages snapshot technology for ransomware remediation and pattern recognition for threat detection.



Control

Monitor, troubleshoot, and optimize all your resources and applications across your entire technology stack, whether on-prem or in the cloud. Our tools can help Mercedes-Benz and Daimler Truck reduce cloud infrastructure costs and get the most out of their cloud investments.

Ready to start enjoying comprehensive data protection?

[Find out how](#)

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 environment and the worlds biggest clouds.

As a cloud-led, data-centric software company, only NetApp can help build your unique data fabric, the right people - anytime, anywhere.