Information Management Fuels Innovation in the Automotive Industry

Follow these steps to transform how information is used, managed, distributed and archived to better meet market demand and grow revenue in the Automotive industry.

Sections

No. 1: Tear down data barriers

According to global research firm IDC, there are expected to be 41.5 billion connected IoT devices by 2025. Yet only 9% of companies believe they are prepared to use volumes of data from IoT devices to support decision making.

Remove data silos to integrate and centralize content. The result? Reduced length and complexity of innovation programs.

No. 2: Lean into the Cloud

Move workloads to the cloud to repeatably leverage data, scale faster and increase process consistency. By 2023, 35% of all production apps will be cloud-native.

Use a central place to create a data-sharing infrastructure to:

• Quickly rollout pilot programs
• Reuse best practices across groups and departments
• Get visibility into connected vehicle data

No. 3: Spot trends

Transform data into insight to improve operations, drive innovation and seize new business opportunities. By 2021, more than 70% of automotive OEMs will integrate AI and IoT in new vehicle models to integrate automation systems and in-vehicle infotainment.

No. 4: Put the customer in the driver's seat

By 2021, 50% of automotive OEMs will enable mobile edge computing in connected vehicles.

Transform the ownership experience by:

• Offering digital services throughout the ownership lifecycle
• Continuous monitoring of vehicle health
• Shifting from read-only, in-vehicle data sharing to two-way communication flow

CTA

Find out more ways to use information to its full potential by downloading the IDC Technology Spotlight.