

Automotive Blueprint

Version 3

Published 8/16/2018 by [abramowski](#) Last updated 8/30/2018 8:01 PM by [tpeluso](#)

Summary

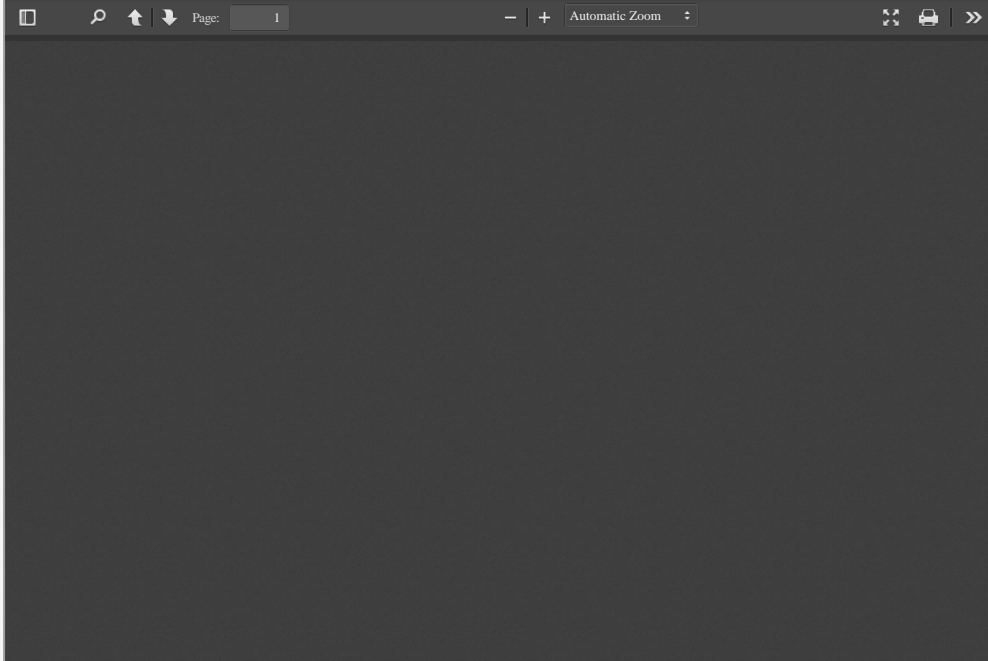
This document outlines how automotive (including automakers) companies must optimize and scale data to support things, partners and clouds. Additionally, social media traffic is transforming content consumption to increasingly immersive and interactive experiences. To address, automotive companies must move to the digital edge adjacent to things, data sources, clouds and customers.

Your situation

By re-architecting to establish distributed traffic exchange and control points, automotive businesses can directly and securely interconnect to partners, ecosystems and customers at the digital edge. Interconnection enables private data exchange between businesses on a distributed colocation data center platform that allows automotive businesses to integrate digital capabilities and scale. Follow the three-step strategy in this playbook to build private exchange points adjacent to users for greater innovation, revenue and profitability.

Capabilities include:

- Faster, more cost-effective innovation via access to a competitive ecosystem of industry partners
- New services proactively delivered with mass process updates across an integrated value chain
- Scale real-time global collaboration, creating efficiencies when distributing workflow that cuts costs that balance technology investment costs
- Direct access to vehicle, customer and partner data that can be analyzed in real-time enables development of new, data-driven customer offerings



tags : blueprint, iot, automotive, connected-car, digital-edge, digital-transformation