# Enabling Ford's New World

Your partner for security,
cost reduction and innovation

# A time of rapid auto industry change

**Regulation, international Net Zero targets and a healthy consumer appetite for electric vehicles (EVs)/connected in-car experiences have ignited radical changes in auto manufacturing.**

Post-pandemic supply chains remain disrupted, prompting OEMs to consider bringing chip design in-house to reduce cost/risk and car buyers to delay purchases or explore subscription-based alternatives. Commercial deployment of autonomous vehicles is growing and the exponential rise in the importance of data is driving auto makers to adopt IoT, edge computing, high-speed wireless connectivity, secure cloud services, blockchain payment services and private 5G networks for vehicle-to-vehicle communications. At the same time, OEMs are deploying AI and data analytics across the value chain to optimize smart factories and improve CX, marketing, sales and after-sales.

In response, Ford is investing $50 billion in electric, connected and autonomous vehicles through 2025. The company has also started extensively restructuring to improve operational efficiency, reinvesting the savings in innovation and connected vehicle experiences.

Currently, Ford's business units collectively manage a variety of cloud operations, effectively slowing down cloud adoption and hampering Net Zero efforts. A logical next move would be to globally adopt a mature "as a service model". To realize this, there is a case for having a trusted advisor and Ford ICT community partner who can manage web services, secure access server edge (SASE) services and multi-cloud services; while also helping to cut costs, improve operational efficiency and drive innovation. Its network architecture segmentation, robust security posture and managed transition to multi-cloud environments makes NTT well equipped to support Ford's ambition to be seen not just as a manufacturing company, but a software business.

# A trusted partner for security, cost reduction and innovation

**As your partner for security, cost reduction and innovation, we will align our services with your operational efficiency needs.**

To achieve this, we will bring a comprehensive roadmap for a Zero Trust segmentation architectural model that reduces risk and prevents data breaches across your extranet, campus, manufacturing, data center and multi-cloud environments.

**We will bring:**

- Our full-service Autonomous Vehicle Marshalling program, with perception, navigation and VMS is ready to drive efficiency, safety and security at Ford's production sites.

- Our SASE and SD-WAN for secure network functionality and co-management of APIs across countries and departments ensures you retain control of your proprietary software and business critical applications.

- Our capacity to manage workloads across Azure, GCP and AWS into cloud services to support your migration to a new multi-cloud environment.

- Our resources to (where appropriate) augment your in-house IT teams, help manage cloud migration/services and implement Zero Trust segmentation of your network between countries.

# Delivering risk mitigated, co-managed multi-cloud services

**We will work in close collaboration with your senior management and in-house IT teams to develop a comprehensive, risk mitigated path that enables you to migrate to and co-manage international multi-cloud networks, introduce operational efficiencies and help realize Net Zero ambitions.**

**Additionally, we offer you:**

**Improved security posture focused on user experiences and processes** – rolling out a Zero Trust Network model to better segment your network to make it more secure and more efficiently deployed. We embed cybersecurity into your **business applications and databases** and **safeguard any data you generate through cloud/AI-based systems** with cybersecurity advisory, cloud backup and predictive security.
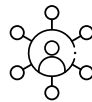
**Co-management that lets you outsource the management of your infrastructure** – giving your teams **full control and ownership of the platform itself** for **continuous transparency and reporting** that leaves you **free to focus on developing software that differentiates Ford**.

**Better cost management and improved efficiency across multi-cloud environments** – enabling significant savings through **inventory management, idle materials costs, agile workload distribution, improved production yields and supply chain efficiency;** as well as **cost optimization through the reduction of partners** needed within network, application, cloud and data center management teams.

**Commitment to your long-term evolution and transformation** – supporting you to become a technology organization as well as a manufacturer through **continual development of new ideas, extending our data center and networking innovation into your smart infrastructures and buildings to improve the performance, productivity and profitability of your business**.

**Innovation, new product development and improved customer experiences – redeploying IT teams to focus on innovation** through the consolidation of data and technologies, and **increasing the cadence of product delivery** to **drive to new revenue models and improve customer experiences**.

# World leading reputation for quality plus a team and services to depend on

**We offer Ford an established global ecosystem of data centers and networks with over a decade of continuous operations. Our unmatched focus on security, innovation and sustainability makes us the right partner for:**

**Aligning with your sustainability values and goals** – we have **prioritized reducing our own emissions** and are **publicly committed to helping our clients reach net-zero by 2030.**

**Ensuring world-class security and compliance is embedded across your infrastructure** – delivering a scalable array of security capabilities; including advanced analytics and threat intelligence with full compliance monitoring via our innately secure and reliable platform.

Supplying you with **innovative, out-of-the-box thinking – creative, original thinking is part of our DNA,** which means we can be relied upon as your single trusted partner to **solve multiple complex challenges** and **bring about change** that alleviate some of the workload for your internal teams.

# Our track record: CarDekho

### The Challenge

Following exponential growth in website traffic, CarDekho wanted to ensure 100% availability as well as improve responsiveness and ensure the security of data and applications.

### The Solution

CarDekho selected the NTT suite of comprehensive security solutions. NTT recommended a Web Application Firewall from global partner Akamai to guarantee robust website performance and availability while safeguarding data and applications.

### The Benefits

CarDekho has 24/7 protection against security global threats and improved user experience. Dashboards and security analytics provide visibility into security events, including the ability to proactively act and gain insights into emerging threats.

**CarDekho**
RIGHT CAR, RIGHT NOW

# Your partner for securing a co-managed path through rapid auto industry change

We are the best partner for improving your security posture and cost effectively harnessing **innovation, new product development and improved customer experiences across multi-cloud environments.**

Unlike others, we give you co-managed control over outsourced infrastructure, are committed to helping you **overcome transformational hurdles** and, as a business, **we share the same sustainability values and goals.**

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