Fast-track automotive innovation

DXC Technology
Analytics for Automotive
The automotive industry is undergoing significant disruption, and rapid innovation is critical to success. Organizations that analyze a wide range of data are creating differentiation and a competitive advantage. Those that can do this fast and frequently stand out. Our analytic solutions enable automakers and suppliers to transform their innovation through rapid actionable insights—accelerating better business outcomes.

**Fast-paced innovation is critical to market success**

Automobiles have shaped our culture and our behavior; they have deeply changed our outlook on the world and have inspired our imagination. In the not so distant future, mobility will once again change our world. Computers, communications networks, cameras, and other electronics have become commodities, and are now poised to bring disruptive change to the automobile and to transportation at large. The future of mobility will be connected and automated. This ongoing transformation presents new challenges and pressures for the automotive industry like never before:

- The advancement of smarter and more connected vehicles and services
- The emergence of new sources of value
- Growing supply chain and production complexities
- Increasing regulatory and societal pressures
- The need for a higher degree of customer intimacy

Organizations that can transform and innovate the fastest will lead and define the rules of mobility going forward.

**Accelerating automotive innovation with analytics**

Disruptive ideas begin with deep insights. To outpace competitors and win in today’s digital, idea economy, automakers and suppliers are turning to analytics. With decades of automotive analytics experience, DXC Technology can help you accelerate transformation to a data-driven enterprise. We bring a core set of transformational solutions that help you harness all relevant value from data, so you will gain clarity on what questions to ask, which data to analyze, and how to use insights at the speed of business. Our analytics solutions will enable you to analyze volumes of data from various sources to take product innovation, portfolio planning, quality, and customer experiences to the next level.

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With DXC, we not only advise you, but we take a hands-on consulting approach to help with your transformation, and with management of your environments going forward. We can help you:

• Establish a business value-driven strategy, test drive impactful analytics, and adopt an actionable route to improve your business intelligence.

• Manage and provision all data via a modern Big Data analytics platform that optimizes existing business intelligence technologies, as well as integrates advanced analytics into business processes and systems.

• Generate new insights faster and convert them into actionable, scalable, and manageable business results.

• Embed analytics directly into business operations, applications, machines, workplaces, and decision processes across the enterprise.

With specialized skills in Big Data and analytics—like data discovery hybrid architecture, data science, predictive maintenance, root cause analysis, Big Data simulations, warranty analytics, customer analytics, information security, and hyper-connected architectures—we can enhance business outcomes, as well as maximize return on your technology and business investments.

Insights and better business outcomes

No matter where you are in your analytics journey, DXC can help with your transformation. Our solutions and analytics approach help automakers and suppliers transform themselves into the new style of business, while achieving impactful business outcomes using Big Data and analytics.

• **Harness data to improve operational agility**—Use analytics to promote productivity. For example, enable early detection of issues during product design and product manufacturing, identifying issues before vehicles ever leave your facilities, estimating the condition of machines and individual parts to avoid planned maintenance, and modeling and testing products in simulated environments before actual production to minimize defects and post-sale warranty costs.

• **Integrate insights to quickly create or adapt for growth**—Use analytics to gain a competitive advantage through improved innovation. For example, your research and development (R&D) teams are at the heart of your innovation. In order to reduce concept development cycle times, reduce time to market, and identify new sources of value, R&D teams need critical insights obtained from manufacturing and engineering processes, and real-world product use. These insights enable manufacturers to customize and differentiate their products for higher adoption and growth.

• **Make better informed decisions through integrated analytics**—Our hybrid data and information management services enable centralized data repositories for all relevant data. Visibility tools deliver comprehensive views of enterprise operations to track status, progress, and understand issues. And embedded predictive analytics provide insights into likely future events.
• **Mitigate or prevent adverse impacts through proactive insights**—Use analytics to diminish threats. For example, product defects are often discovered weeks, or perhaps months after the initial trend developed. Imagine the ability to detect previously unknown defects very early in the process, using analytics to discover hidden trends in vehicle diagnostics data, social media data, service data, and warranty records.

• **Enhance customer experiences that maximize growth and brand loyalty**—Using masses of customer data, automakers can determine the models, accessories, or services particular customer segments are interested in, and analytics can be used to deliver more personalized customer experiences, based on customer characteristics, behaviors, and preferences. This promotes the use of personalized offers and incentives that can boost sales, increase satisfaction, and promote retention.

**DXC Analytics Solutions and Services for Automotive**

DXC can help your transformation at any phase of your journey. Our comprehensive solutions help automakers and suppliers transform themselves to the new style of business, and achieve impactful business outcomes using Big Data and analytics.

• **Analytics Advisory**—leverage industry best practices and analytic methods to turn data into insights that solve a variety of challenges for business stakeholders company-wide.

• **Analytic Solutions and Services**—Address specific analytic solution needs to run the business better including specific industry and functional client solutions. Featured out of the box solutions include: Customer Analytic Services, Warranty Analytics, Predictive Maintenance Analytics, Social Intelligence Analytics, Health Care Analytics, Insurance Analytics, Data Pipeline and Operations, Banking Analytics, Airline Analytics and Operational Analytics.

• **Artificial Intelligence and IoT Analytics**—solutions that utilize machine learning, artificial intelligence and internet of things technologies to provide enhanced insights with real-time situational intelligence and improved business outcomes.

• **Analytics and Big Data Platform**—Protect existing investment while offering flexible choices in delivery models to enable organizations to quickly overcome the risk of technology obsolescence to meet unique business needs.

• **Managed BI and Analytics**—maintenance, support, and development capacity coupled with services that transform a client’s BI environments. Transformation allows organizations to benefit from the latest innovations in analytics and optimize with low cost, high powered BI technologies.

• **Information Governance**—classify, archive and manage physical and electronic data reliably and cost-effectively. Provide state-of-the-art tools and processes to simplify the capture, lifetime management, security of, and access to client information.
FAW-Volkswagen accelerates its time to critical business insights

"Analysts can deal with a large number of complex data processing requests promptly and flexibly. This provides strong support for management decision-making, and enables the company to respond more quickly to the market. The efficiency of the data platform is critical for an automotive business."

– Wang, project manager, FAW-Volkswagen Automotive

 Enterprises transformed, outcomes achieved

DXC brings it all together for you. We’re the company best equipped to build the bridge from where enterprise IT and analytics are today, to where they must be in the future to continue as competitive weapons for your business and organizations. The value of a DXC transformation is the orchestration across all environments and the toolset it sits on—it’s what brings it all together.

DXC has over 75 years of experience in the manufacturing industry, and we are deeply embedded in the automotive ecosystem. Our products and services form the IT technology foundation at leading automotive companies. DXC has more than 1,150 engineering and manufacturing application professionals, each averaging over a decade of hands-on experience. We are also a founder and system administrator for IMDS, which collects and maintains information on materials for automobile manufacturing for over 130,000 manufacturers and suppliers.

Contact your DXC sales representative or authorized channel partner for more about DXC Analytics for Automotive and choose an engagement that works best for you to achieve your goals.

Learn more at [www.dxc.technology/analytics]