



PRE-CALL BRIEFING DOCUMENT

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 **Soon: Meeting in 1h 28m**

Meeting: meta client meeting - 1

Date: 5/8/2025, 1:00:00 pm

Ford Motor Company is undergoing a significant cloud-first digital transformation, shifting towards software-defined vehicle manufacturing and integrating revenue-generating services. They are aiming for cloud-native transformation to address value chain challenges within the automotive industry.

CLIENT CONTEXT

Ford Motor Company is undergoing a significant cloud-first digital transformation, shifting towards software-defined vehicle manufacturing and integrating revenue-generating services. They are aiming for cloud-native transformation to address value chain challenges within the automotive industry.

ENGAGEMENT HISTORY

Previous meetings focused on Cprime potentially assisting Ford with their cloud migration journey. Discussions revolved around potential challenges and Cprime's solutions for seamless and secure migration.

EXTERNAL INTELLIGENCE

Ford is committed to zero-emissions transportation and sustainable practices. They also emphasize maturing DevOps practices and exploring cloud solutions to enhance their value chain.

TALKING POINTS

- ▶ 1. Reiterate Cprime's expertise in Cloud Migration and Architecture, specifically addressing Ford's automotive industry needs and sustainability goals.
- ▶ 2. Discuss how Cprime can help Ford achieve a mature DevOps CI/CD pipeline as they transform into a 'software-defined vehicle' manufacturer.
- ▶ 3. Highlight Cprime's experience in Digital Transformation Consulting, focusing on helping Ford integrate revenue-generating services through cloud solutions.
- ▶ 4. Propose a phased approach to cloud migration, prioritizing high-impact areas to demonstrate quick wins and build momentum.

KEY QUESTIONS

- ▶ 1. What are the top 3 roadblocks Ford is currently facing in their cloud migration and digital transformation efforts?
 - ▶ 2. How does Ford measure the success of its cloud-native transformation initiatives, and what key performance indicators (KPIs) are being tracked?
 - ▶ 3. What is Ford's current strategy for integrating revenue-generating services within their 'software-defined vehicle' ecosystem?
 - ▶ 4. What specific value chain challenges is Ford hoping to solve through cloud solutions?
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RISKS & OPPORTUNITIES

⚠️ **Risks:** Potential resistance to change within Ford's existing IT infrastructure and teams. • Complexity and cost associated with migrating legacy systems and applications to the cloud. • Ensuring data security and compliance throughout the cloud migration process.

🚀 **Opportunities:** Become a trusted partner in Ford's multi-year cloud transformation journey, securing long-term revenue streams. • Expand Cprime's service offerings to include specialized DevOps and cloud-native solutions tailored to the automotive industry. • Showcase Cprime's ability to drive innovation and generate business value through cloud technologies, leading to increased client satisfaction and referrals.

CPRIME EDGE

Services: Cloud Migration & Architecture | DevOps & CI/CD Implementation | Digital Transformation Consulting

Differentiators: End-to-end cloud migration expertise • AWS Advanced Consulting Partner • Located in IITM Research Park, Chennai

Pre-Meeting Checklist: Review action items • Prepare technical diagrams • Confirm attendees • Ready follow-up template

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