



PRE-CALL BRIEFING DOCUMENT

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Soon: Meeting in 1h 54m

Meeting: ford cloud migration - 9
Date: 6/8/2025, 2:30:00 pm

CLIENT CONTEXT

Ford is a global automotive manufacturer undergoing a significant digital transformation, prioritizing cloud migration to Google Cloud (Cloud Run) and leveraging data/AI for innovation. They aim to modernize vehicle manufacturing and create new revenue streams through software-defined services.

ENGAGEMENT HISTORY

No prior meetings. This is an initial discovery call.

EXTERNAL INTELLIGENCE

Ford is heavily invested in Google Cloud for its Cloud Run platform and AI/ML capabilities. They are also utilizing a Salesforce multi-cloud solution for internal operations.

TALKING POINTS

- 1. Discuss Cprime's experience in complex cloud migrations, highlighting successes with similar large enterprises.
- 2. Showcase Cprime's expertise in DevOps and CI/CD implementation on Google Cloud, focusing on Cloud Run deployments.
- 3. Present Cprime's capabilities in data analytics and AI/ML integration to optimize manufacturing processes or new service offerings.
- 4. Offer a cloud migration maturity assessment to identify potential bottlenecks and provide a tailored migration roadmap.

KEY QUESTIONS

- 1. What are Ford's key priorities and challenges in the current cloud migration to Google Cloud?
- 2. How is Ford leveraging Cloud Run to support its software-defined vehicle strategy?
- 3. What are the key performance indicators (KPIs) for the cloud migration and digital transformation initiatives?
- 4. What level of internal cloud expertise does Ford possess, and where are they seeking external support?

RISKS & OPPORTUNITIES

Risks: Potential for internal resistance to change or established processes hindering cloud adoption. • Complexity of integrating legacy systems with the new cloud infrastructure. • Competition from other consulting firms already engaged with Ford's cloud initiatives.

Opportunities: Becoming a strategic partner for Ford's ongoing Google Cloud migration and DevOps implementation. • Providing expertise in AI/ML and data analytics to enhance Ford's vehicle manufacturing and service offerings. • Offering managed services for cloud infrastructure and application management to free up Ford's internal resources.

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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