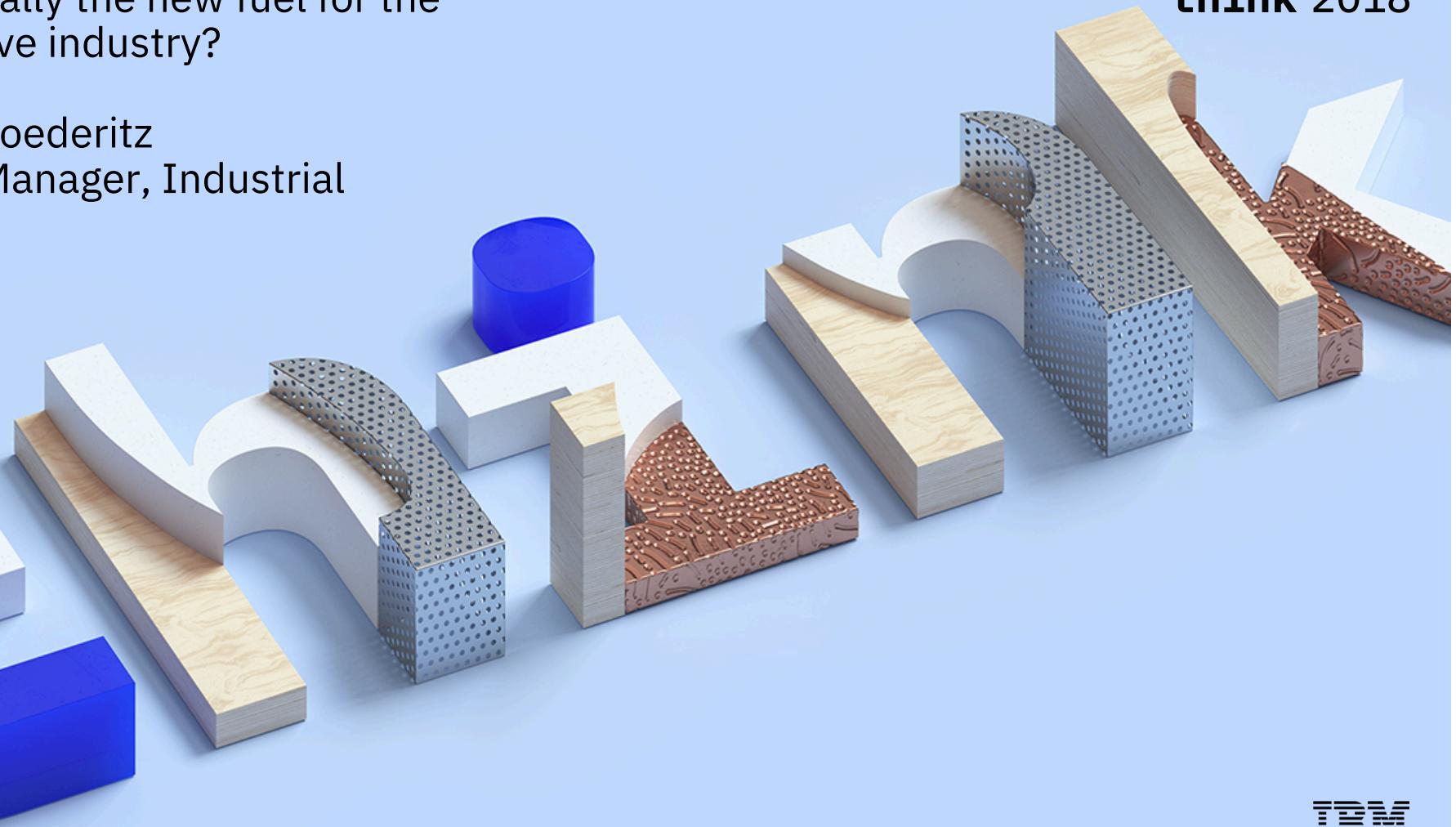


Is data really the new fuel for the
Automotive industry?

think 2018

—
Martina Koederitz
General Manager, Industrial



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Is data really the new fuel for the automotive industry?

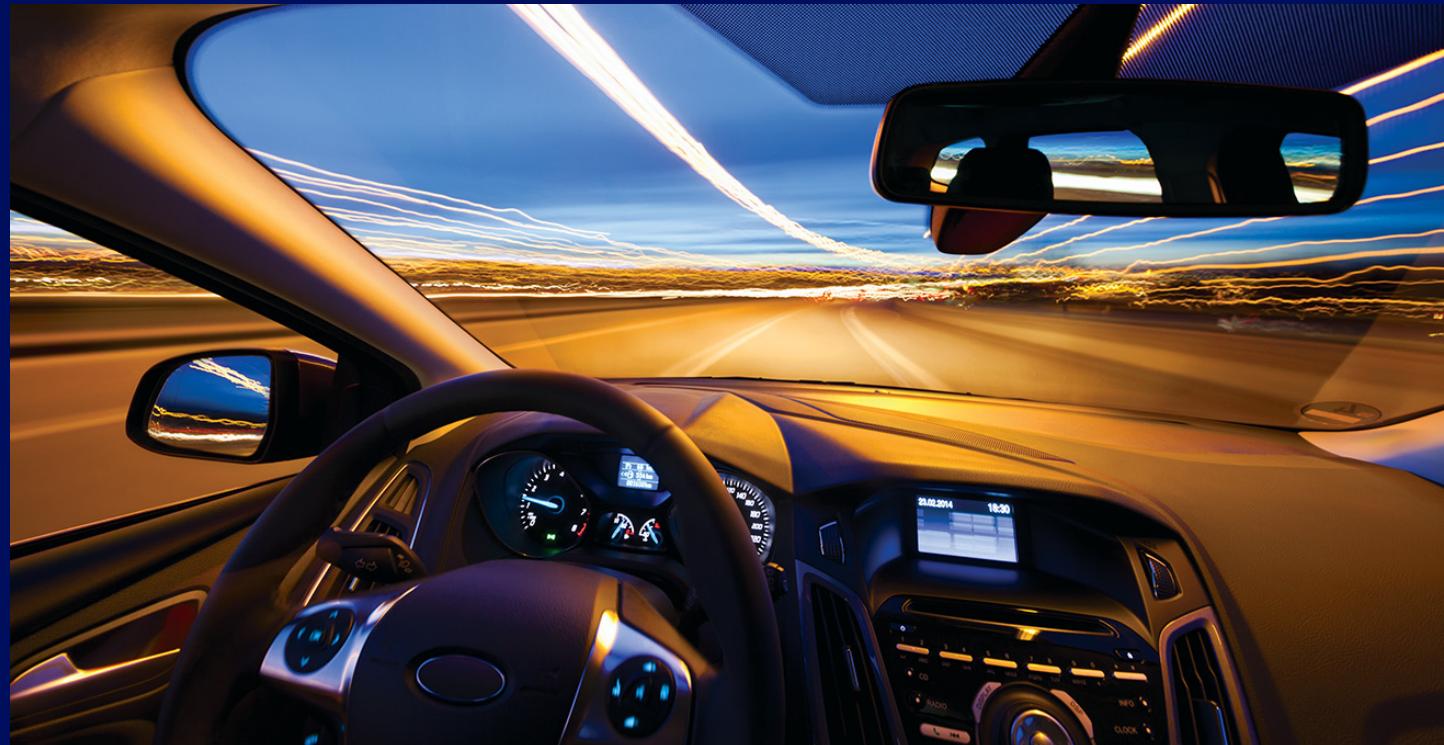
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Disruptive forces are already shaping the industry

Automated & autonomous arrives

6

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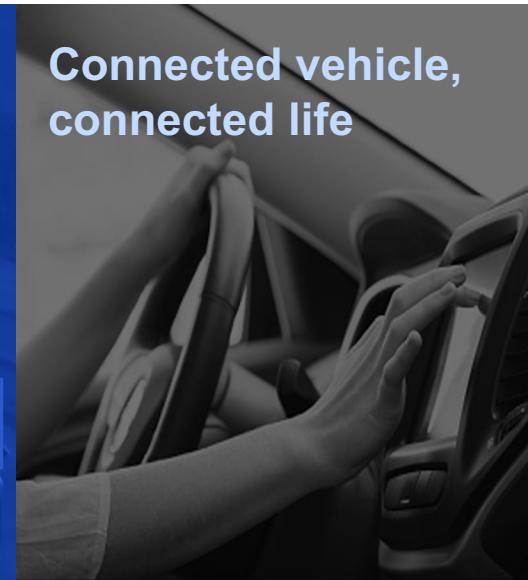
New revenue

IBM Industry Academy | IBM Institute for Business Value | IBM Research

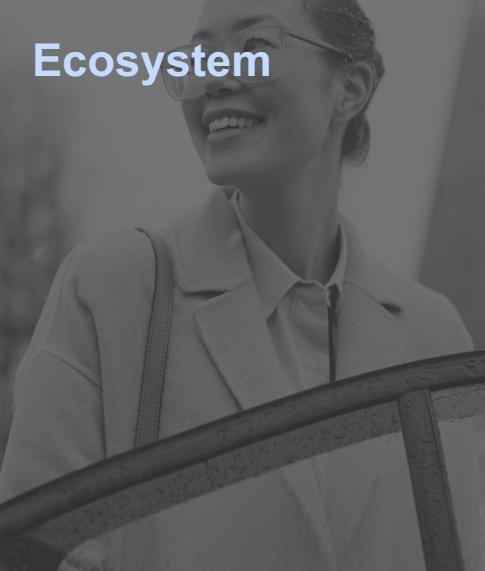
Personal & personalized mobility



Connected vehicle, connected life



Ecosystem



Market dynamics



IBM

Is data really the new fuel for the automotive industry?

Data driven enterprises are winning

- Excellence in data security & privacy
- Insights = new business models & revenue streams
- Co-create with consumers
- Predictive/prescriptive analytics will divert potential quality, warranty & service costs
- Winners will integrate & share data across their ecosystem



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Honda R&D's Big Data Analytics Sandbox Activities with IBM Data Science Experience and IBM Cloud

Next - 12:30 - 1:10 PM

Breakers H



Connected Vehicles: Spanning the Digital Divide to Transform the Experience

Thursday, 8:30-9:10 AM

Business & AI Campus
Theater B

A Matter of Experience: Addressing the Challenge of Automotive

Wednesday, 11:30 AM - 12:10 PM | Session ID: 8691A

Breakers L



Thank you

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General Manager, Industrial

