

INDUSTRY X

An Opportunity Emerges

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DELL Technologies

~40 Automotive customers
1000+ PBs currently deployed
Trusted by **Top 5** Auto companies



DELLTechnologies **Automotive**



Global team of Industry experts
ready to help you **succeed**

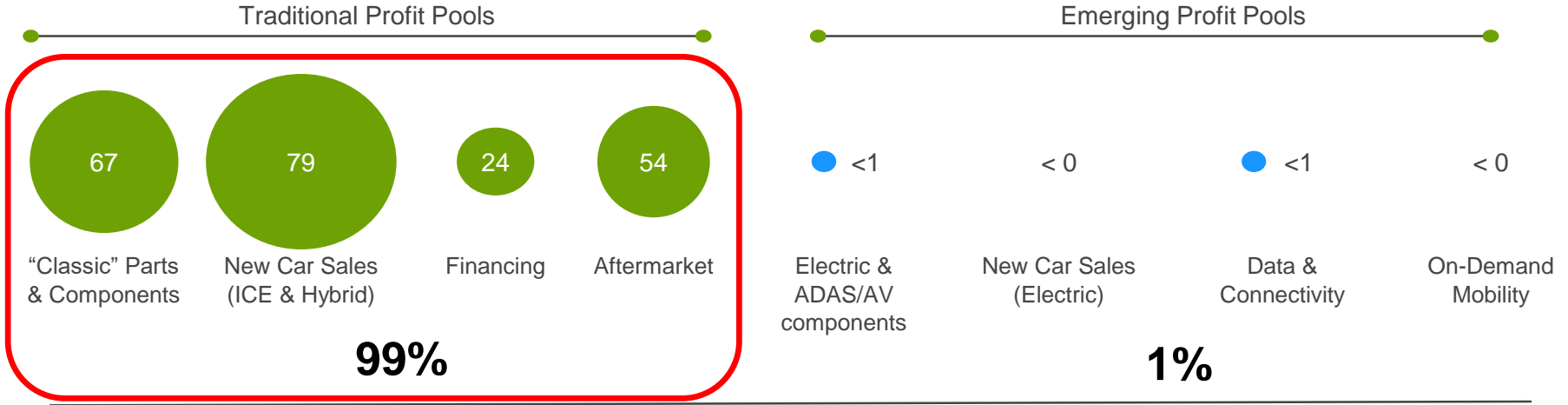


The scale, performance and
management to accelerate
innovation

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Capital flows: Incumbent OEMs and suppliers with understood collective profits see and feel the disruption, and know...

Profits pools ~ 2017 (\$B)

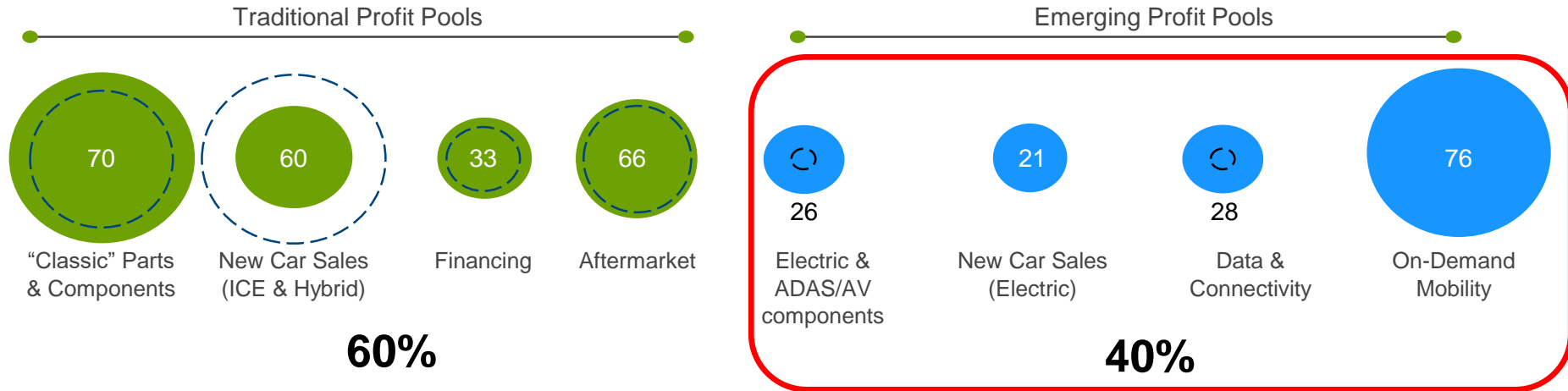


Sample - Ecosystem Participants



...their business models & profits pools will shift and competitive advantages fall as new ecosystem players emerge

Profits pools – 2035 (\$B)



Sample - Ecosystem Participants

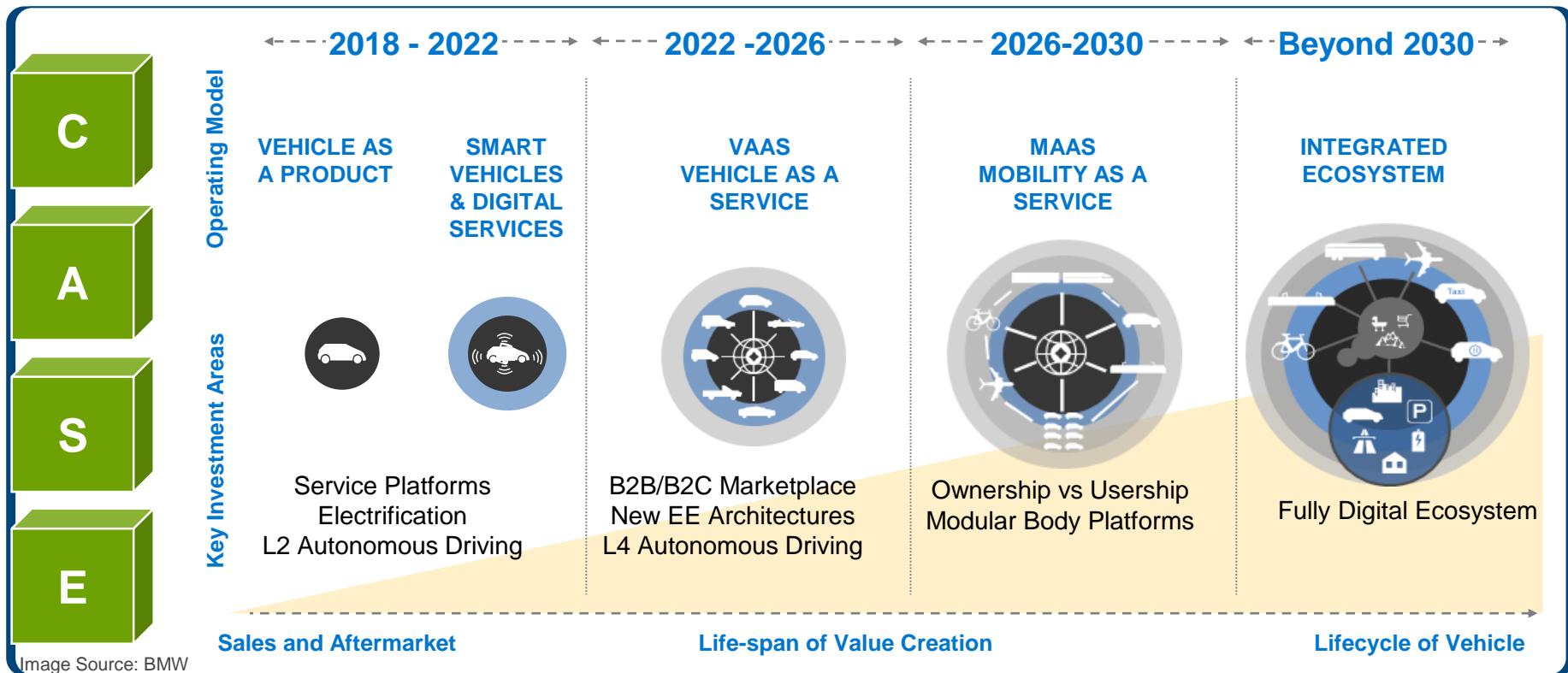


Source: Boston Consulting Group analysis

Information Classification: General

New Value Creation Model for Intelligent Transport and Mobility Players

CASE is enabling players to reinvent their core products while introducing new service models – Value in Integrated system



Key Automotive Trends

Connected



Real-time Streaming

Autonomous



Data Management

In-vehicle



Edge-compute & storage

Monetization



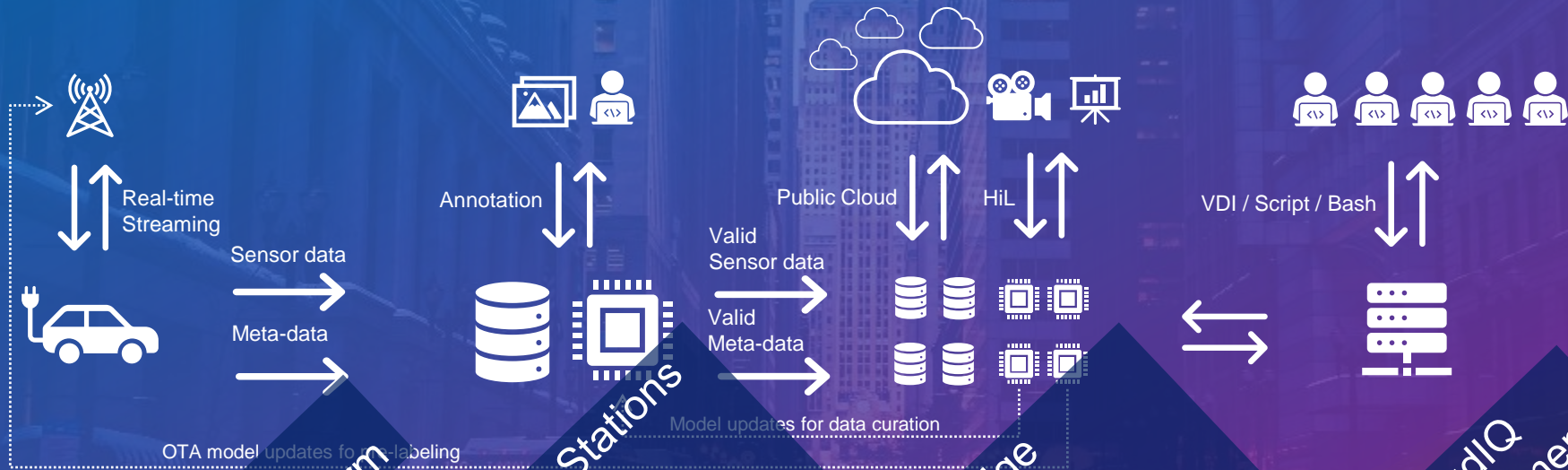
New business models

Smart Factories



Edge-to-core-cloud

Automotive Development Process



In-car Compute & Storage
PowerEdge Streaming Data Platform

- Data Collection
- Context Labeling
- Pre-Labeling
- OTA updates (CV/ML/DL)
- Real-time Streaming of telemetry / fleet mgmt

In-Garage Compute & Storage
Custom Ingest Stations
PowerEdge PowerScale VMW Tanzu

- Context Labeling Variation
- Fine Labeling (manual)
- Data Classification Edge Case
- Data cleaning
- Data preparation
- Data compression

Datalake Compute & Storage
PowerEdge PowerScale Multi-Cloud VMW Tanzu

- Development (Auto training)
- Evaluation (reprocessing)
- Hardware-in-the-Loop (HiL)
- Closed loop ML through GPU
- Software-in-the-Loop (HiL)
- Fleet Management

Data Management System
DataIQ + CloudIQ
Meta Data Management VMW Tanzu
Data Science Platform

- Data use to store meta-data
- Latest sensor data
- Progress updates
- Job Management
- Dashboard APIs
- Main tool for developers

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