The Data Center ON Wheels: AN AUTOMOTIVE

Revealing data on vehicles that incorporates software, AI and machine learning, analytics, automotive ethernet, WiFi, 5G, V2X, storage, immersive, and UX/UI to enable infotainment, maintenance, safety, autonomous operation, and other innovative features.



Knowledgeable respondents shared insights about trends in industry adoption of digital technologies that enable the *data* center on wheels.

INSIGHTS





say **half** of new vehicles sold will be Level IV

autonomous

15% say half of new veh sold will be Level V say half of new vehicles autonomous

TOP DRIVERS **OF INNOVATION**

1 Technology leaps 2 Creative ideas from vehicle designers **3** Consumer demand for new features

IN-CAR ADVANCEMENTS 50000

PAST FIVE YEARS

biggest impact on vehicle architecture and driver experience

CLOUD COMPUTING





New Partners Needed To Enable New Capabilities

Digital

Technology

((₀))

Suppliers

on future needs

willillill Hilling

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of auto engineers working with unfamiliar technologies

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OC

agree that automotive companies are **not** taking data privacy and security seriously

OEMS AND SUPPLIERS OUT OF SYNC

OEMs believe they will work with consumer technology companies WHILE

Suppliers believe OEMs will work with traditional tier 1 and 2 suppliers

> OEMS 2X AS LIKELY as suppliers to be concerned about company leadership

940/0 agree the Data Center on Wheels will demand greater collaboration between OEMs, suppliers and sub-suppliers

> **Reported issues in building and delivering Data Center on Wheels**



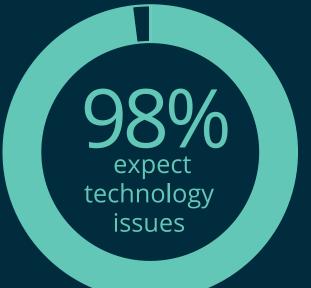




#1 industry issue: Consumer fear of autonomous driving

CHALLENGES

Many supply chain issues; battery availability most prominent



Cybersecurity, Software Quality and Functional Safety top the list

Majority agree data center on wheels technology creates exciting opportunities for vehicle architecture and driver experience

Read the full report for competitive insights into the new automotive and data paradigm.

DOWNLOAD FULL REPORT





