

# Azure Cloud Journey – A Panel Interview

From Automotive Supplier to Cloud Pioneer

How ElringKlinger reshapes the Future with Cloud Technology



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# AGENDA

IN TODAY'S STORY

01 ElringKlinger's Cloud Journey – An Overview

02 Panel Interview: Best Practices & Learnings along the Cloud Journey

03 Summary & How Microsoft can Support



# CLOUD JOURNEY OVERVIEW @ ELRINGKLINGER

## Azure Landing Zone

Create cloud foundation to start the journey

## Governance & Operation

Continuous optimization of cloud governance and operation

## Azure Arc

Fill the gap: holistic management & operation panel for certain on-prem servers

## Innovation and more ...

Selected workloads in the cloud to empower IT and businesses ...

2021

2022

2023 ongoing ...

## Networking Excellence

Leverage Azure backbones and ensure connection excellence

## Azure Virtual Desktop

Champion use case to empower remote working and engineering experience

## Data Center Transformation

Data center migration and transformation to off-load on-prem DCs

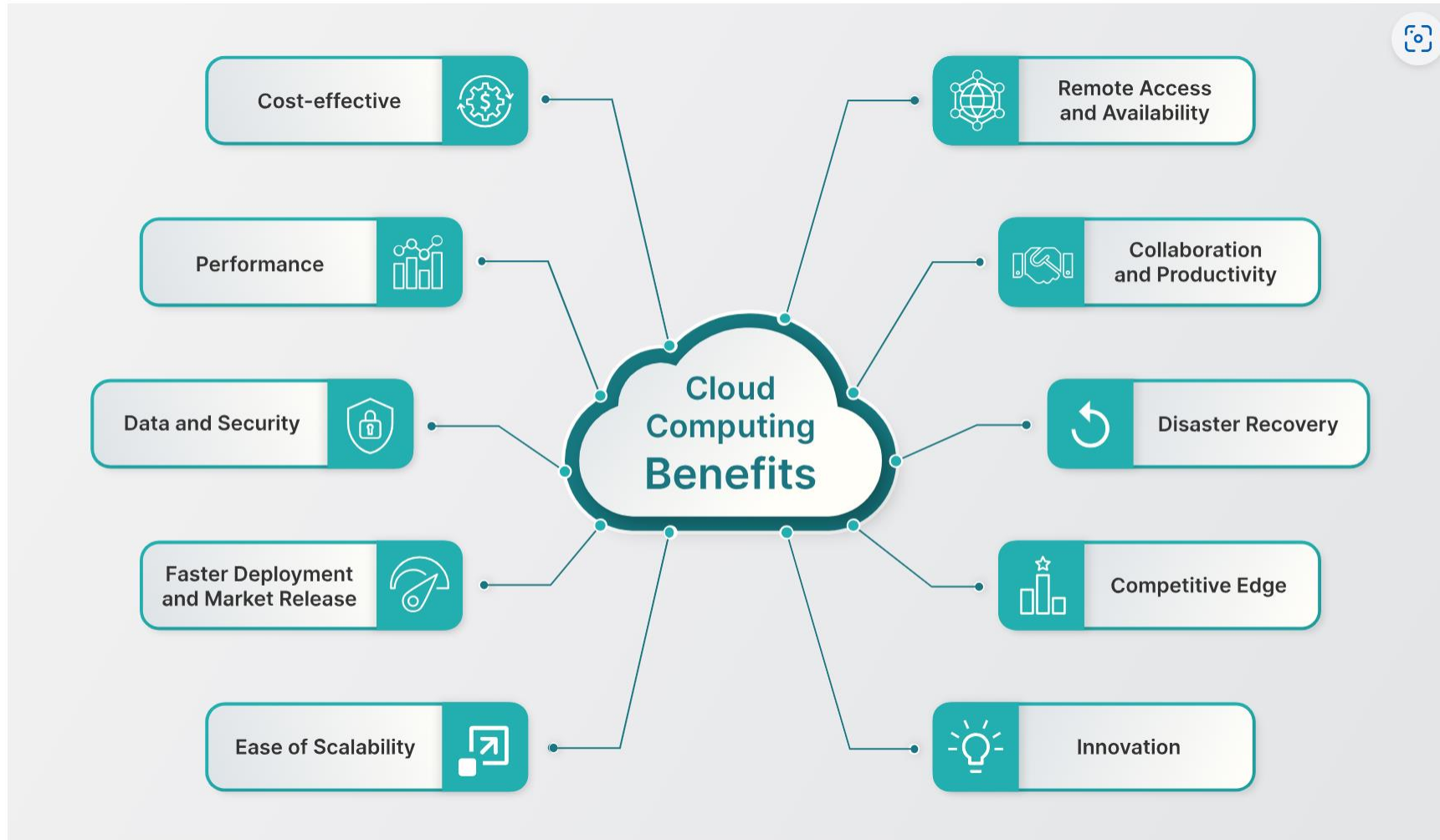
# Panel Interview

A Discussion on Best Practices & Learnings



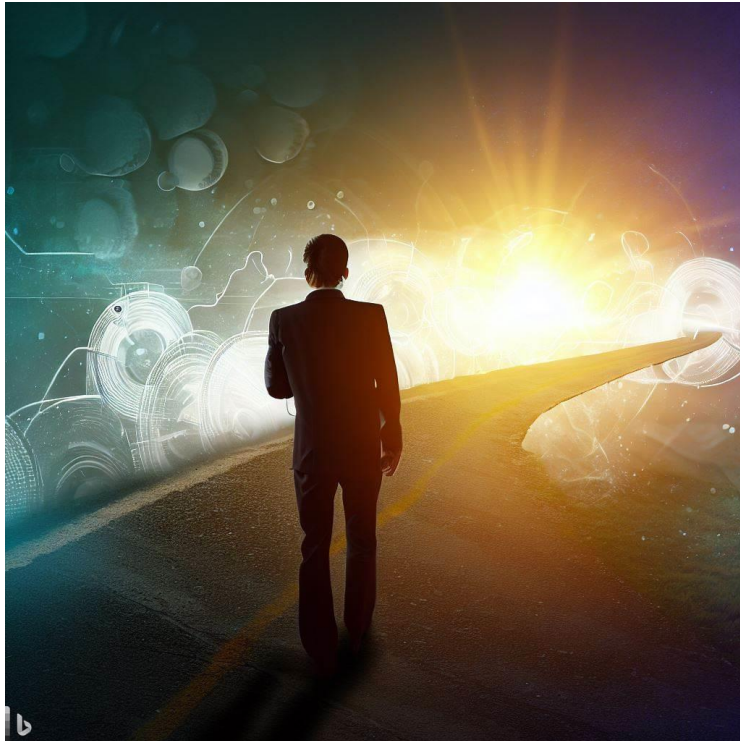
# MOTIVATION FOR THE JOURNEY

WHAT DRIVES ELRINGKLINGER TO THE AZURE JOURNEY?



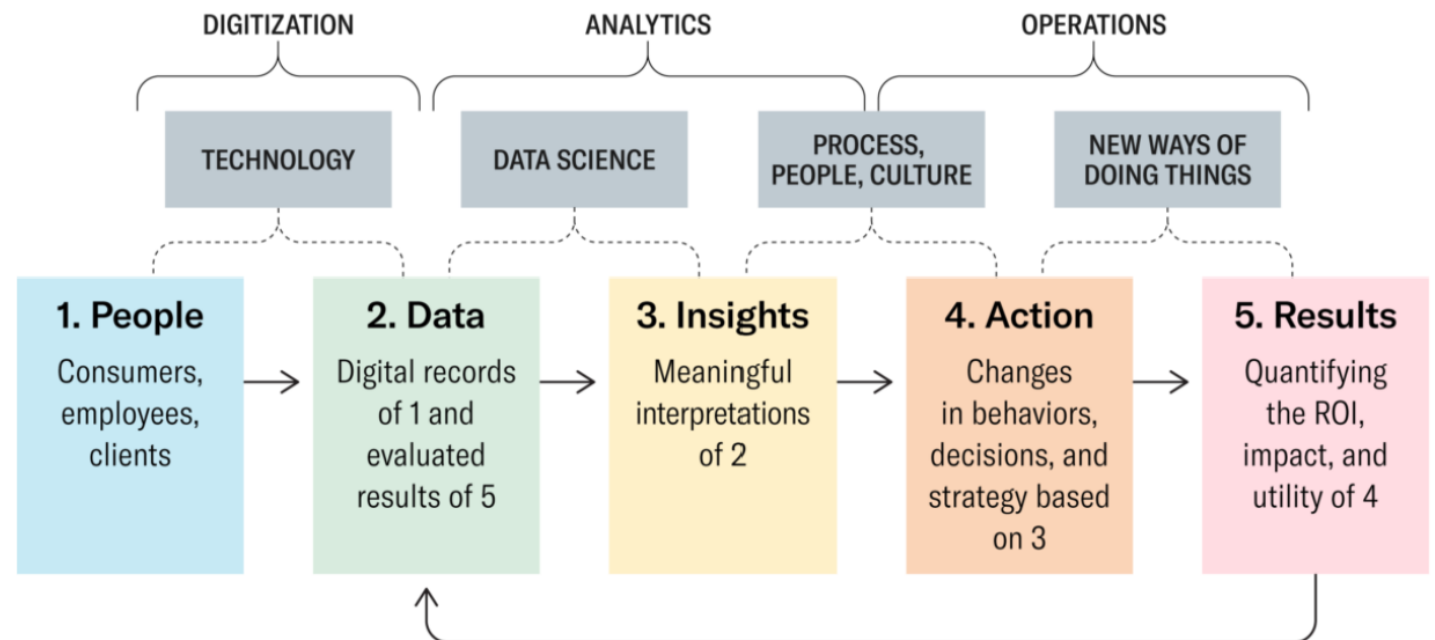
# CHALLENGES ALONG THE JOURNEY

WHAT ARE THE BIGGEST CHALLENGE(S) FOR ELRINGKLINGER SO FAR AND HOW TO DEAL WITH THEM?



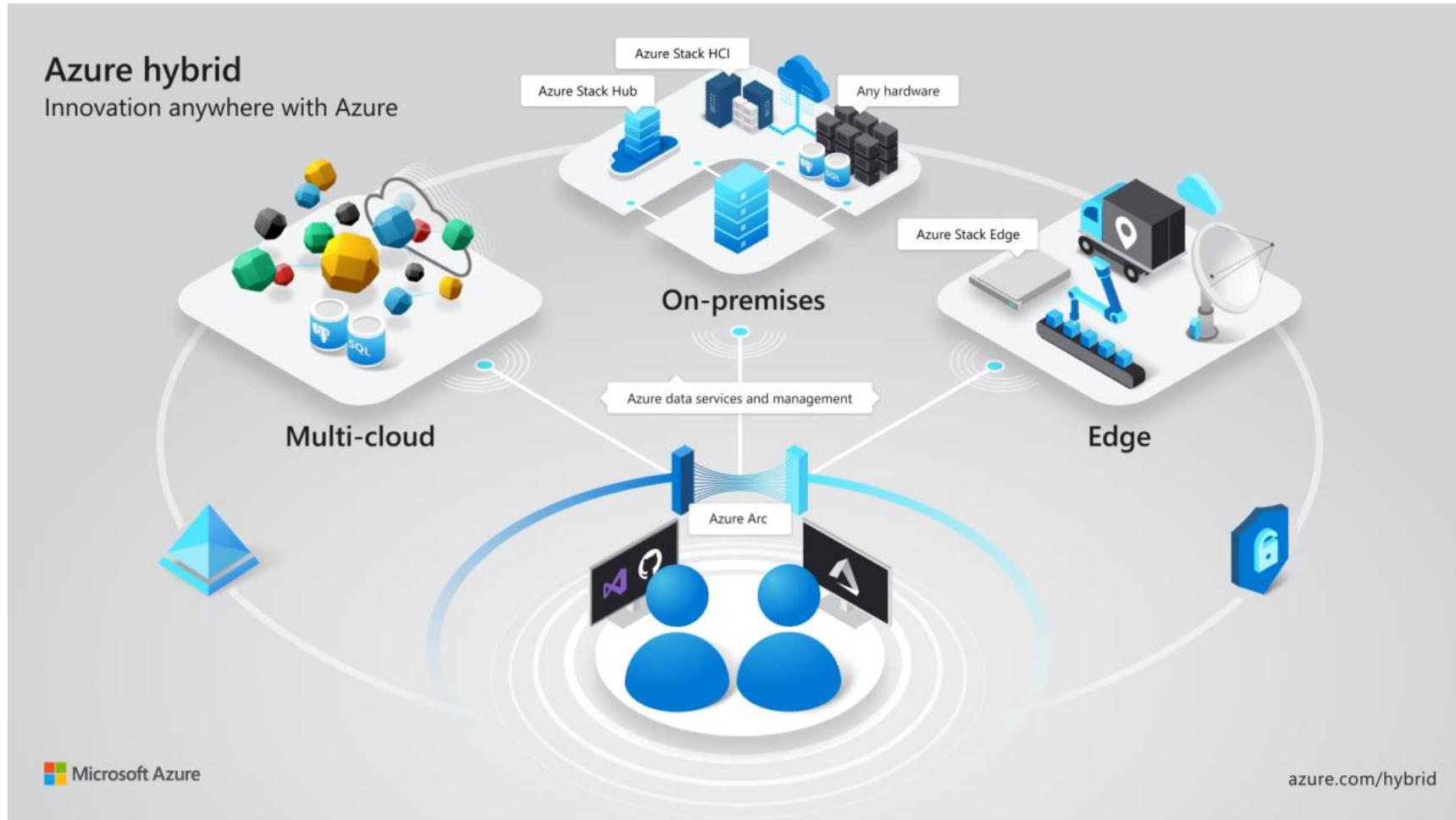
## The 5 Essential Components of a Digital Transformation

Mapping the journey to becoming a data-centric organization.



# MULTICLOUD, AZURE & VENDOR LOCK-IN (!?)

WHAT ABOUT CLOUD TRUST?

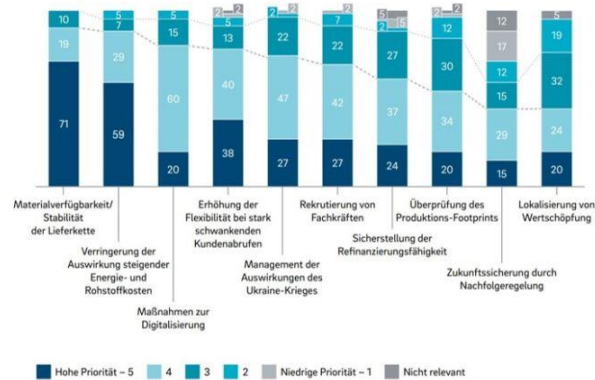


# THE "NEXT BIG THINGS" FOR ELRINGKLINGER'S AZURE JOURNEY

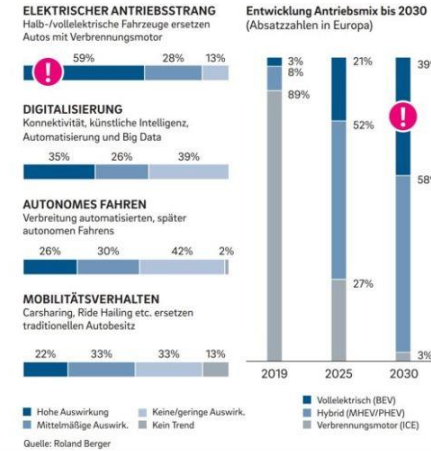
INDUSTRY TRENDS, COMMON CHALLENGES AND USE CASES IN THE CLOUD

## Aktuelle Prioritäten auf der Management-Agenda (neben ESG)

Welche Punkte der Management-Agenda haben in Ihrem Unternehmen und in Ihrem Segment besondere Priorität? [in %]



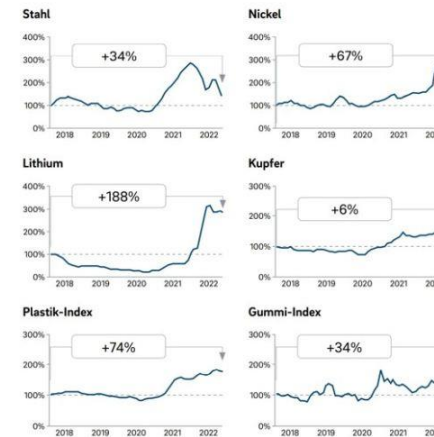
## Einfluss ausgewählter Faktoren auf die Geschäftsmodelle des Automotive-Mittelstands und Entwicklung des Antriebsmixes



## 8 SOURCES OF AUTOMOTIVE SUPPLIER SQUEEZE

- Semiconductor shortage** is still holding the industry hostage – only mid-term ease expected
- Geopolitical events and energy cost inflation** are pressuring supply chains, increasing costs for raw materials especially in Europe
- Freight costs at a record level** throughout the last 18 months, high, continuously cutting into supplier margins. Even if coming down, the damage has been done
- Vehicle production outlook uncertain** for the coming years and short-term orders very volatile, leaving suppliers with unclear volume forecasts
- Facing a significant **industry transformation**, OEMs are keeping cost pressure on suppliers high
- OEMs are expected to insource certain systems** in new EV generations to compensate for the loss of value-add as compared with ICE vehicles
- The **future of China** as powerhouse of the automotive industry is **uncertain**
- Financing costs will increase** because central banks will fight inflation risks

## Preisentwicklung bei Rohstoffen (Auswahl)





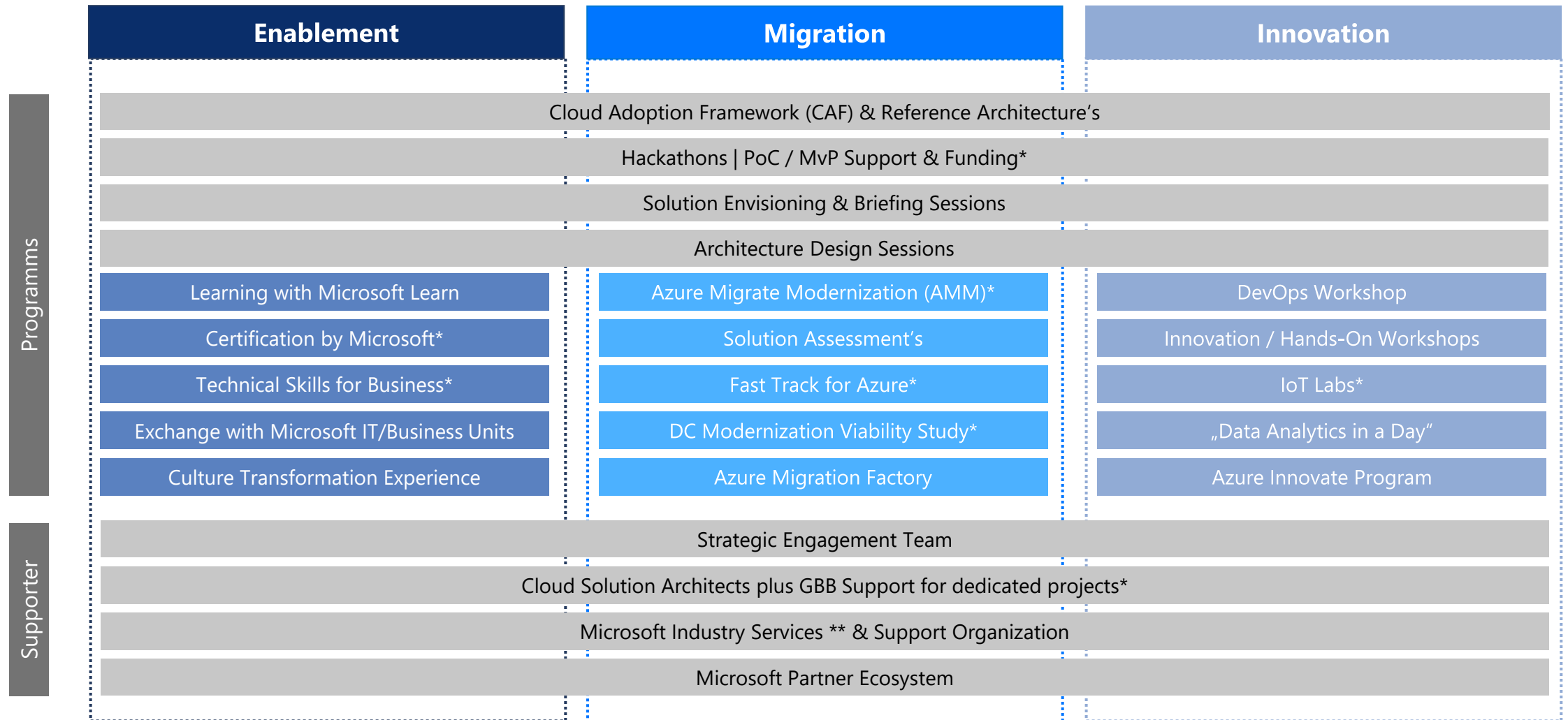
# How Microsoft can Support you along the Cloud Journey

Customer programs overview



# MICROSOFT FUNDING PROGRAM OVERVIEW

WE SUPPORT YOU BOTH COMMERCIALY AND TECHNICALLY FROM ASSESSMENT, CLOUD ONBOARDING TO PROJECT ADOPTION



\*Prerequisite: Separate nomination and approval necessary

\*\* : cost may apply to involve Microsoft consulting services

# Q&A

Questions and discussion



## SESSION FEEDBACK

Session Title: Vom Autozulieferer zum Cloud-Pionier: Wie ElringKlinger die Zukunft mit Cloud Technologien gestaltet



<https://aka.ms/AzSum-S001>