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Becoming a Big Player with Big Data

Big data and analytics technologies have been key topics in the automotive industry for years. Though their prevalence in companies has been steadily increasing, a lack of expertise and awareness of possible applications, which has meant a lower willingness to invest, are slowing down the implementation of optimizations in companies. That was shown by the trend study “Big Data & Analytics in the Automotive Industry” conducted by BearingPoint at the end of 2020 among more than 200 participants from automotive manufacturers and tier-1 suppliers in Germany.

Companies should not miss the savings potential offered by IT data analytics, especially in the research and development area. 70 % of the participants from this area estimate the potential savings in development and testing cost at over 20 % through more simple data sourcing, overarching analysis options, and a shortening of the development time. Here, a key success factor is using an integrated data pool of vehicle, customer, production, and test data.

In addition to using this collected data, enrichment with customer data from social media will also play an important role in product development in the future. The evaluation of this customer data enables not only targeted product develop-

ment but also an individualized customer approach and the adaptation of marketing and sales strategies to targeted campaign management in the area of sales and after-sales. The customer is also increasingly the focus of vehicle data, such as with the all-embracing analysis of anonymized vehicle usage data regarding driver profile, driving operation, infotainment, and environmental data. This trend toward the collection and structured evaluation of real-time data includes features such as real-time driving instructions, personalized guidance systems, and analyses for maintenance management and fleet and geodata investigations.

It is crucial for the successful corporate-wide use of big data and analytics technologies and the associated advantage of “Value from Data” to promptly identify concrete application possibilities and validate them through data-driven pilot projects with the support of subject matter experts from the respective corporate functions. A professional software selection and a systematic employee training play a key role in this process. Only through this holistic approach and the gradual development of a data-driven culture, it will be possible to benefit permanently from big data and analytics technologies in the future and to keep pace with domestic – and international – competitors.