

NVF: Cloud Computing to be a Powerful Force in Evolution of the Networked Vehicle -- HP

Russ Daniels, vice president and chief technology officer of Cloud Services Strategy at Hewlett-Packard, presented a view of the application of Cloud Computing that will be explored at an upcoming elite workshop in June on the "Networked Vehicle". For more information on participating with companies like HP, INTEL, IBM, Cisco and CA, please contact Emily Boucher at: eboucher@networkedvehicle.org

Today we are at the beginning of a new economic paradigm, noted Russ Daniels recently. "In the 1900s, Ford used mass manufacturing to create the modern consumer economy. Today, the auto sector is again leading the way to a new economy -- one based on information, instead of manufacturing. And one of the most powerful information tools today is "cloud computing".

"There's been a great deal of hype in the industry about cloud computing," said Mr. Daniels. "To say it simply, the cloud is the next stage in the evolution of the Internet. Its impact will be sweeping, fundamentally changing the way we connect with each other and with information. "

For the auto sector, the impact of cloud computing will be huge, asserts Mr. Daniels.

The cloud is making once-expensive information technology available to a mass market through a pay-per-use model. Cloud computing can offer a new level of customization and efficiency at affordable prices and on a massive scale. This promises to increase productivity and drive growth. Small and medium-sized businesses can leverage data to drive efficiencies and improve products and services. Large companies can shift applications to the cloud and so spend their resources on the technology that gives them a competitive advantage.

More importantly, with this underlying infrastructure in place, both large and small companies can use technology to expand or invent services, open up markets and address some of the biggest challenges we face as a global society. For individuals, this promises services that are more intuitive, personalized and relevant in our daily lives -- including services that are delivered to vehicles.

"We normally think of computing as it applies to manufacturing," stated Mr. Daniels. "Today, companies including BMW run highly automated factories that seamlessly integrate customers' orders with parts suppliers and dealerships. This configure-to-order model allows for customization not available in the Model-T era, while preserving and enhancing the efficiencies gained by the assembly line."

"But this is truly just the beginning of the use of cloud computing," said Mr. Daniels. "The cloud makes it possible to deliver everything as a service--from business processes to personal interactions--and to create altogether new business models across industries. This will include information services to the vehicle -- services ranging from online vehicle diagnostics to en-route business research and look-ups.

"In my view, the ability to facilitate innovation and entrepreneurship in this new model is one of the most promising ways to ignite the next wave of economic growth. We can no more see the full impact of the cloud than Henry Ford foresaw the impact of his desire to produce more cars in less time."

The Networked Vehicle Foundation (NVF) provides information to advance the era when vehicles will be connected to the modern mobile broadband communications infrastructure. The Agenda for the June 15-17 Workshop in Greenville, South Carolina, can be found at:
http://www.networkedvehicle.org/NVF_june2009_event_agenda.pdf