

Innovation Feb 7, 2020

# How Cloud Computing changes the way of business at Porsche

Today, cloud computing is no longer hype. According to Gartner's 2019 Hype Cycle, the technology has reached the "slope of enlightenment." Cloud computing is here to stay and is going to play an increasingly important role in the automotive world.



The Cloud is a powerful and radical enabler that offers access to a plethora of virtual services and applications such as data storage, networking and analytics through the internet or dedicated networks. And yet, we have only begun to scratch the surface of the Cloud's potential. Just to give you an idea: In 2022, the cloud market is expected to reach market revenue of \$350 billion.

## Info

Text published by Andy Grau, Innovation Manager at Porsche AG and Nils Kreft, Product Owner Cloud Enablement at Porsche AG

## Link Collection

### Link to this article

<https://newsroom.porsche.com/en/2020/digital/porsche-cloud-computing-technology-business-19854.html>

### Media Package

<https://newsroom.porsche.com/media-package/1a44808f-e4ac-435e-8331-1660eac543df>

## Videos

<https://player.vimeo.com/video/388966777>

### **External Links**

<https://medium.com/next-level-german-engineering>