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AUTOMOTIVE

Ferrari selects AWS as official cloud provider

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Ferrari Selects AWS as its official cloud provider to power innovation. Image credit: Amazon Web Services

By LUXURY DAILY NEWS SERVICE

Italian automaker Ferrari is leveraging Amazon Web Services (AWS) machine learning, analytics and compute capabilities to accelerate innovation across its road cars departments, GT competitions, Ferrari Challenge and Formula 1 team Scuderia Ferrari.

With this partnership, Ferrari plans to use AWS' depth of services and global infrastructure to streamline design and testing of its cars, offering customers the best driving experiences possible. In addition, Scuderia Ferrari will leverage AWS to launch a digital fan engagement platform, through its mobile app, to engage fans worldwide with exclusive, personalized content.

"Ferrari and AWS both represent excellence in their fields," said Mattia Binotto, principal of Scuderia Ferrari, in a statement. "AWS will enable our company to become a data-driven organization that uses the power of technology to improve our products, increase engagement with Ferrari enthusiasts worldwide, and continuously deliver more exciting driving experiences.

"We chose AWS because of their relentless focus on innovation, unmatched portfolio of capabilities, and proven experience supporting partners in the automotive and sports industries," he said. "Throughout our storied history, Ferrari has had racing and innovation at our core, and now we look forward to applying AWS machine learning, advanced analytics, and high performance computing across the company to deliver deeper insights and even more powerful cars."

Cloud technology

Ferrari will rely on AWS's advanced analytics, machine learning, compute, storage and database capabilities to achieve insights into car design and performance on the road and track. Ferrari will leverage Amazon Elastic Compute Cloud (Amazon EC2), with a range of specialized instance types for efficient high-performance computing (HPC), to run simulations that test car performance under a variety of driving conditions and racing scenarios.

By tapping into the scale of AWS HPC resources, Ferrari may be able to run thousands of simulations concurrently to

gain insights faster than before. As a result, the company's engineers can pursue a new approach to experimentation with new designs and strategies to accelerate their pace of innovation.

As Ferrari moves from simulation to assembly of its new road vehicle prototypes, it will apply AWS analytics and Amazon SageMaker to inform testing and gain deeper insights into how its parts and cars perform under real world conditions.

Amazon Web Services is a subsidiary of Amazon providing on-demand cloud computing platforms and APIs to individuals, companies and governments, on a metered pay-as-you-go basis. Image credit: Amazon Web Services

To support this work and its simulations, Ferrari will build a data lake with Amazon Simple Storage Service (Amazon S3) and use AWS Lake Formation to quickly and securely gather, catalog, and clean hundreds of petabytes of data.

Ferrari will examine factors that impact car performance and driver handling, such as engine temperature at different vehicle speeds, vehicle vibration patterns on different road surfaces and suspension loads that affect how the vehicle grips the road.

Ferrari will also leverage AWS to make it easier for current and prospective customers to build, purchase and maintain their cars. Using different services and databases, Ferrari will be able to quickly create, deploy and scale improved digital experiences such as the Ferrari Car Configurator.

Consumers can use the Configurator to custom-build their car and then immerse themselves in it using high-resolution 2D and 3D visualizations. AWS will also power Ferrari's Vehicle Information Hub that centralizes and manages customers' car information, providing them with proactive, personalized information related to servicing and maintenance.

For F1 racing fans, Scuderia Ferrari will use AWS compute, containers and media services to power a new digital fan engagement platform via its mobile app that will inform, educate and entertain their fans.

Upon creating customized profiles, fans will receive exclusive content, such as virtual access to the Scuderia Ferrari garage and hospitality suite on race days. In the future, Ferrari plans to build virtual and augmented reality experiences on AWS that bring fans into the garage to interact with drivers and team personnel.

Ferrari recently entered the runway with the launch of its first in-house fashion collection, indicating a major step in its strategy to expand the brand beyond the automotive sector. Produced by creative director and former Giorgio Armani designer Rocco Iannone, the collection debuted on a V12 assembly line catwalk at the Ferrari production plant in Maranello on June 13 (see story).