

BMW North America



Snapshot

Organization: Worldwide Commercial Operations

Geography: AMER

Industry: Automotive

Multi-year: No

Competitive Win: Yes

Reference Status: Not Public Reference

Use Case: Migration

AWS Categories and Services: AWS Marketplace

ProServe Involved Win: Yes

Partner Name: Transitional Data Services

Partner Competency: Migration

Partner Involved Win: Partner involved

Customer Profile: BMW of North America, LLC (BMW NA) was established in 1975 as the United States importer of BMW luxury/performance vehicles and includes numerous subsidiaries including BMW Financial Services, Endurance BMW, and BMW Manufacturing. BMW Manufacturing, headquartered in Spartanburg, SC, is the BMW Group global center of competence for BMW X models, employs 11,000+ people, and produces more than 1,400 vehicles per day. BMW North America's IT leadership team is based out of the Spartanburg campus and is responsible for all datacenters, technology, and infrastructure across North America.

The Opportunity: BMW North America has two critical business pain points. First, they need to increase data center capacity. BMW North America leadership has set a strategy to move applications to the cloud to increase capacity, while saving long term operational costs. Adding to this challenge, BMW wants to set a global cloud standard, so BMW North America leadership needs to create a Center of Expertise for the Cloud to support this migration. In order to secure funding and approval for this

project, the team needed to work with BMW NA leadership to develop a comprehensive migration plan and COE design.

BMW executive stakeholders in North America were under pressure to consider a competitor for these workloads. With executive sponsorship at BMW North America, we were able to move quickly using AWS Marketplace and establish a leadership position in North America that will help grow the AWS business in both North America and globally.

The Solution: Doug Falcone led this opportunity and introduced TDS to BMW as an AWS Marketplace opportunity. The TDS services, primed by AWS ProServe, will provide a complete Application Discovery Migration Plan for BMW North America including key dependencies, risks, and sunset opportunities, as well as a compelling business case.

Partner Solution: TDS TransitionManager is a SaaS based collaboration platform for managing and accelerating IT transformation. Built by practitioners to orchestrate data center, cloud and hybrid migrations, consolidations, disaster recovery and other transformations.

How We Won: Doug Falcone leveraged his standing as a trusted advisor to BMW North America Executives to lead a working backwards session focused on understanding their desired end state. From there, he engaged Eric Webb, Mike McClure, Rudy Karimi, and Adam Hunter to bring in the appropriate Professional Services and Marketplace resources needed to execute against the customers vision.

Account Team: Falcone, Doug; McClure, Mike; Karimi, Rudy; Webb, Eric; Hunter, Adam; hallcor

Special Thanks: Congratulations to Doug and the BMW North America Team!

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