



Mercedes-Benz .io

Mercedes-Benz.io Builds an Entirely Virtual Consumer Experience with VMware

When exploring digitization, car-maker Mercedes-Benz wanted consumer experience to drive its innovations. It set up its Mercedes-Benz.io technology-focused business unit to create a consistent yet personalized digital channel for all consumer touchpoints, including the car. Built on VMware Tanzu™ Application Service on Amazon Web Services (AWS), the channel is now the only source of information for consumers. It even also allows them to imagine the car of their dreams without visiting a showroom, giving them enough confidence to also purchase remotely.

Business needs

- Implement a digital channel that allows customers to access information and build a car remotely
- Involve all relevant internal stakeholders, providing meaningful data that meets their needs
- Gain the scalability, agility, and availability of a cloud environment

Impact

- VMware Tanzu Application Service on AWS delivers remote access to consumer information
- Consumers can build a virtual visualization of the car of their dreams
- Automation ensures developers spend their time on tasks that contribute value
- Security is built-in, supporting a goal of making security concerns a thing of the past
- Every microservice can be scaled independently to adjust to changes in traffic and workload requirements

INDUSTRY

Manufacturing

HEADQUARTERS

Stuttgart, Germany

“The biggest benefit of teaming up with VMware is that it’s helping us to adopt new technologies faster, while making sure that our developer journey is as smooth as possible—and always ensuring that we are adding value.”

SOPHIE SEIWALD
CEO AND MANAGING DIRECTOR
MERCEDES-BENZ.IO

FRANCHISES

 Multi-Cloud

 App Modernization

VMWARE FOOTPRINT

VMware Tanzu™ Application Service on AWS



@MercedesBenz is working with @VMware to drive a unique online [#consumerexperience](#) [#futureready](#)