

# Porsche Informatik

**INDUSTRY** Automotive Trade  
**HEADQUARTERS** Salzburg, Austria

**PORSCHE**  
 INFORMATIK

IN PARTNERSHIP



“In the long term, our main concern is to reduce complexity – and VMware solutions fit perfectly due to their high degree of integration. No other company was able to offer us this technological advantage.”

PETER FRIEDWAGNER,  
 HEAD OF INFRASTRUCTURE AND COMMON  
 PLATFORMS, PORSCHE INFORMATIK

## STRATEGIC IT PRIORITIES



Transform Networking  
& Security

## Driving stellar logistics management

As a subsidiary of Porsche Holding and part of Volkswagen Group, Porsche Informatik develops leading software solutions for car dealerships, importers, and financial service providers who rely on Porsche IT systems worldwide. To face the latest industry challenges, Porsche Informatik’s IT infrastructure needed updating. The network must be available 24/7 in 27 countries to make sure new cars can be configured, spare parts ordered, and logistics controlled.

## Business needs

- Increasing complexity of processes and services due to trends such as connected cars and e-drive
- Enhancing time-to-market and provisioning of resources for software developers
- Helping secure the company’s own IT system against increasing cybercrime, while maintaining the highest security standards

## Impact

- Maintaining leading automotive retail industry position through forward-looking, highly integrated IT concepts
- Reduced time-to-market due to process automation and rapid availability of computing resources across locations
- Innovative security concept including latest disaster recovery systems and firewall system with VMware NSX® Data Center micro-segmentation