

COX AUTOMOTIVE TURBOCHARGES CUSTOMER EXPERIENCE

Red Hat helps car business
accelerate innovation

Like many others, the auto industry is
experiencing a rapid digital transformation.

42%

of car buyers
currently use multiple
online devices to shop
for vehicles (by 2020,
the figure is expected
to be 80%).

45%

of buyers would rather
explore options, choose
a vehicle, and confirm
pricing anonymously
before approaching
a dealer.

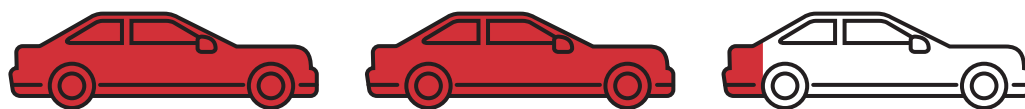
72%

want to start the
financing process
online.

REVOLUTIONIZING THE CUSTOMER EXPERIENCE

Cox Automotive brands and businesses—including Manheim, Autotrader, Kelley Blue Book, vAuto, and others—are transforming the way the world buys, sells, and owns cars.

NAVIGATING THE SPEED BUMPS



More than 2/3 of US car buyers use a Cox company at
some point in their transactions. To remain the leader in
the industry, the Cox IT organization must



Support developers across 25 different brands.



Provide continuous development and delivery of new features.



Deliver IT resources within minutes instead of two to three weeks.

REVVING UP THE SAVINGS

Using Red Hat® CloudForms, Red Hat Enterprise Linux®, and Red Hat Enterprise Virtualization, Cox created a private cloud that provides a self-service IT portal for resource provisioning. Now anyone can use the IT portal to support development of new products for the business and keep innovation speeding along while avoiding the risk of shadow IT.

US\$4.9 million

Costs saved in
developer productivity

9.6 years

Time saved waiting for
IT resources

4,500+

Engineering hours saved

<15 minutes

Time to receive IT resources

HARNESSING THE POWER OF BIG DATA

Cox's new big data initiative uses Apache Hadoop, Red Hat Enterprise Linux, Red Hat Gluster Storage, and Red Hat Enterprise Virtualization to glean new insights for a better customer and dealer experience:



Merge data to see interactions
across brands.



Mine data to understand
customer behavior.



Use insight to deliver a more
relevant experience.

For more information about private cloud or
software-defined storage for big data infrastructures,
visit red.ht/coxauto.

Source: "Autotrader's Car Buyer of the Future" study, 2015.

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