

Power BI

Microsoft Power BI in Automotive

Meet the mobility
needs of tomorrow
with real-time data
analytics and insights

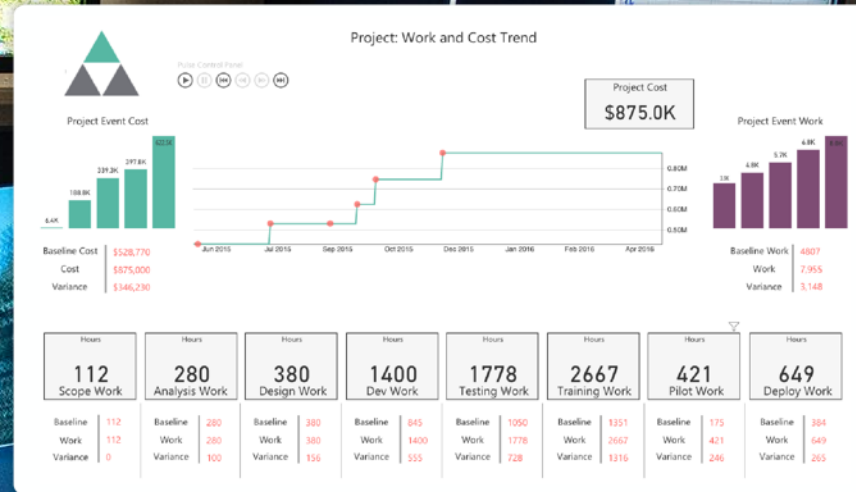
PBI Lab Inc.
pbilab.com
info@pbilab.com



Accelerating the future of mobility in real-time

Today's automakers are driving full speed toward transformed mobility. With digital transformation leading the way, industry leaders are discovering the need for data-driven tools that empower manufacturing with increased productivity, agility, and supply chain intelligence.

Competing to meet customers' rapidly-changing mobility needs requires a data-first strategy that unlocks actionable insights and uncovers new methods for improved delivery.

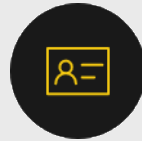


Challenges

Building a future-proof strategy for tomorrow



Empower distributed teams with game-changing data that accelerates discovery and resolves complex tasks



Strengthen brand loyalty through enhanced customer experiences and improved personalization



Uncover new and emerging opportunities for operational ROI built on deeper analytics and insights



Identify intelligence-driven opportunities for process improvement with best-in-class data solutions



Accelerate time-to-market at scale by transforming strategies from reactive to predictive

How Power BI can help



Increased organization productivity

- Uncover fixes and prevent re-work at scale
- Enable faster data-driven decision making
- Empower operations with secure data access



Resilient operations

- Enhance supply chain visibility and efficiency
- Overcome complexity with data intelligence
- Adapt to change in real-time



Differentiated customer experience

- Drive deeper customer connections and loyalty
- Deliver positive onsite customer experiences
- Optimize traditional marketing and sales activities



Accelerated vehicle innovation

- Visualize insights to accelerate innovation
- Reduce cost, time, and speed-to-market
- Manage and monitor connected vehicles in real-time



Emerging mobility services

- Identify opportunities to monetize mobility
- Manage congestion with real-time intelligence
- Improve road condition forecast accuracy

Increased organization productivity

Collaborate at scale with digital tools to empower frontline workers to uncover solutions in real-time direct from the shop or retail floor.

Uncover fixes and prevent re-work at scale

Simulate, report, and improve vehicle engineering processes from the shop floor with live Power BI insights. Visualize daily activities to quickly uncover fixes and prevent re-work at scale, enhancing and improving upon existing product delivery strategies.

Enable faster data-driven decision making

Connect employees across your organization by combining Power BI reporting with existing Office investments. Collaborate through interactive reports in Microsoft Teams to accelerate data-driven decision making and eliminating intelligence bottlenecks.

Empower operations with secure data access

Protect innovations in vehicle delivery with secure reports, dashboards, and data sets. Dive deeper with AI and IoT-enhanced insights secured by end-to-end data protection and extended governance for enhanced privacy beyond the organization.

Driving revenue with automated reports for real-time actionable insights

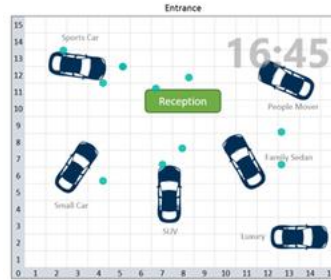
“Before, many employees started the day looking at an Excel spreadsheet with 300,000 rows. Today, users can start the day by looking at summarized KPIs and actionable insights in our Power BI portal and then drill down into the information they are most interested in.”

Ajit Singh,
Director of IT
Race Winning Brands



Explore Power BI reporting and dashboards

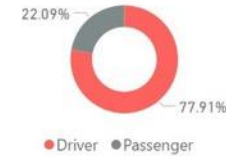
Start with pre-built data stories you can customize to acquire key value insights for your company



Vehicle showroom dynamics based on IoT device

Visualize customer movement inside a vehicle showroom with IoT-enhanced data to identify interests and realize deeper sales opportunities.

Vehicle drivers account for the majority of accident fatalities



U.S. Department of Transportation – traffic accident analysis

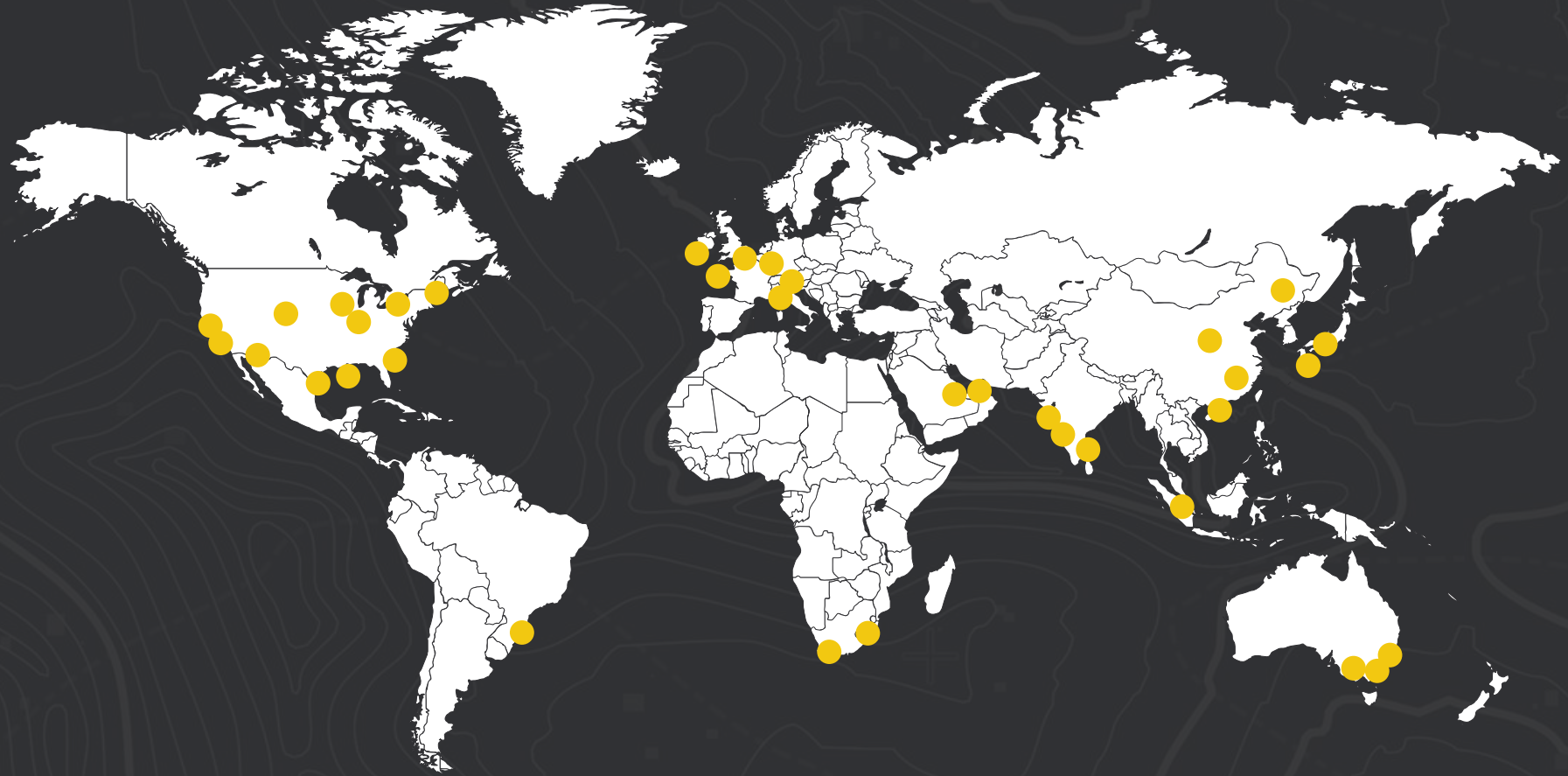
Analyze traffic accident data to uncover greater insights into vehicle safety improvements as a result of vehicle design and customer behavior.



Forecast work and cost trends

Gain valuable project management insights to understand important changes by time frame, cost per project phase, and time to complete.

Secure



Better protect Power BI data with Microsoft Information Protection and Microsoft Cloud App Security, one of the most trusted choices in the world.

44 Languages

40 Primary and backup datacenters worldwide

National Clouds US Government, China & Germany



5 ways

to meet tomorrow's mobility needs with analytics and insights

Increased organization productivity



Resilient operations



Emerging mobility services



Differentiated customer experience



Accelerated vehicle innovation



[Learn more >](#)



Get Started with Power BI

Create a data-driven culture throughout your organization with collaborative and interactive data visualizations.

[Try for Free](#)

Walk through the extensive and powerful capabilities of Power BI with self-paced courses for every level.

[Start Learning](#)

Learn how Microsoft is empowering transformation in the automotive industry.

[Explore Automotive Solutions](#)

Connect, learn and discuss best practices with business intelligence experts from a variety of industries.

[Join the Community](#)

Register for upcoming live webinar events and watch recorded sessions on-demand.

[Watch Webinars](#)

Take your data to the next level with the best tips and tricks from our Power BI experts.

[Get the Latest Insights](#)



Microsoft Power Platform



PBI Lab Inc.

pbilab.com

info@pbilab.com