

Ford Motor Company

Ford - Automotive Industry

Ford Motor Company is the world's second largest automotive company with headquarters in Dearborn, Michigan, USA and 13,200 dealers in 130 markets worldwide

Ford is the world's largest producer of trucks, and the second largest producer of cars and trucks combined. The company sells more than 70 different types of vehicles worldwide, marketed under the Ford, Lincoln, Mercury, Jaguar and Aston Martin brands. Ford also has equity interests in Mazda Motor Corporation and Kia Motor Corporation. Ford Financial Services, providing automotive financing and other financial services, and The Hertz Corporation, providing car rental services, are the other major components of Ford Motor Company.

Timely, Cost Effective Data Delivery

The Ford Motor Company is using StrataCache's reliable multicast software to deliver key credit, inventory, and warranty software updates to more than 6,000 North American dealerships, reducing its delivery time from weeks to hours.

StrataCache enables Ford to meet its goal of keeping all dealers connected and competitive by making sure they have the most up-to-date enterprise-wide software available. Ford deployed OmniCast Dispatcher to supply dealers with software updates and the latest data on everything from credit calculations to warranty updates to repair calibrations to vehicle comparisons. This replaced the old distribution method of sending CD-ROMs that often took weeks to get to dealers and then had to be manually loaded onto the dealer training network computer terminals. Using StrataCache's reliable, simultaneous one-to-many file distribution software over Ford's Very Small Aperture Terminal (VSAT) satellite network, they can now quickly transfer all needed information from one UNIX server at its Dearborn, Michigan headquarters to its North American dealerships.

Ford chose OmniCast Dispatcher for its reliability, bandwidth-savings and easy installation. Using OmniCast, for example, a four-megabyte credit program that once took weeks to reach dealers can now be distributed quickly and cost-effectively, transferring a megabyte of data simultaneously to all 6,000 dealerships every ten minutes.

StrataCache also gives Ford dealers a leg up on new auto standards. For example, it can take months for the government to approve automakers' emission compliance plans. Previously, after the government approved Ford's plans, the company then had to manually distribute the updates to all dealers, meaning weeks could pass before the new standard was in place. Now, Ford can distribute its plans to the dealers via OmniCast Dispatcher even before approval is granted for use, and then activate the new software updates via one quick, simultaneous multicast to all dealerships.

About Stratacache

Stratacache develops software and appliance products that optimize the distribution of software, media and data files over any broadcast or Wide Area Network. While current point-to-point transfer methods use a bandwidth-consuming approach to delivering information to all locations, Stratacache products enable efficient data distribution over the network simultaneously to all recipients, using bandwidth more effectively and dramatically reducing the transfer time and overhead on the sending servers.

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