YAMAHA MOTOR RACES TO THE CLOUD

EMPOWERING INNOVATION

Legendary brand Yamaha Motor needed a strategic partner to help it gain a business advantage in the technology race. With EMC, Yamaha Motor gained a partner committed to making a difference in how it operates. By choosing EMC, Yamaha Motor knew that making real change was not only possible, but it was the right choice. Making real change is the only choice. Right when the business needs them. No waiting. Now Yamaha Motor can deliver defy imagination world-class products and services to customers worldwide.

THE OBSTACLE

Yamaha Motor operates in a rapidly changing global environment. It must balance steady international expansion in the last 10 years strained the IT environment responsible for critical product design, manufacturing, and distribution operations. To keep pace, Yamaha Motor needed an agile, flexible solution that could: drive business efficiency, accelerate your business, support the growing number of business data opportunities for collaboration, and improve business data response to changing business needs.

THE SOLUTION

The EMC Premier Program recognizes innovators like Yamaha Motor, which are redefining business and technology. Yamaha Motor chose EMC Global Services to transform its entire IT infrastructure, EMC: VNX, VMAX, and NetWorker as well as the ease of use that is required in an enterprise system.

ACCELERATE YOUR BUSINESS

EMC helped Yamaha Motor build one of the first hybrid cloud strategies in Japan. The benefits of this cloud transformation have been significant: higher reliability, greater flexibility, faster business data response, and lower costs. Yamaha Motor is known for its western Shizuoka Prefecture where “Getting the spirit give it a shot!” in the local dialect of Japanese. Entrepreneurial innovation helped inspire company leaders to make the transition to a hybrid cloud. Yamaha needs EMC for continued innovation throughout the organization.

THE RESULTS

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