KASPERSKY®



Industrial Cybersecurity 2018:

Opportunities and challenges in Digital Transformation



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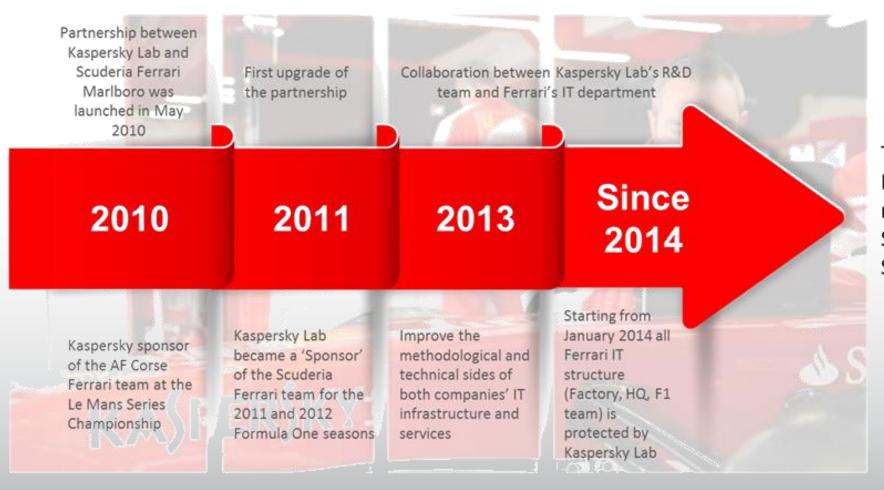


How Digital Transformation enables Ferrari to be even faster



Ferrari and Kaspersky: an ongoing partnership that keeps evolving





Today Kaspersky
Lab is one of the
most important
Sponsor of
Scuderia Ferrari



Ferrari main concerns on Cybersecurity





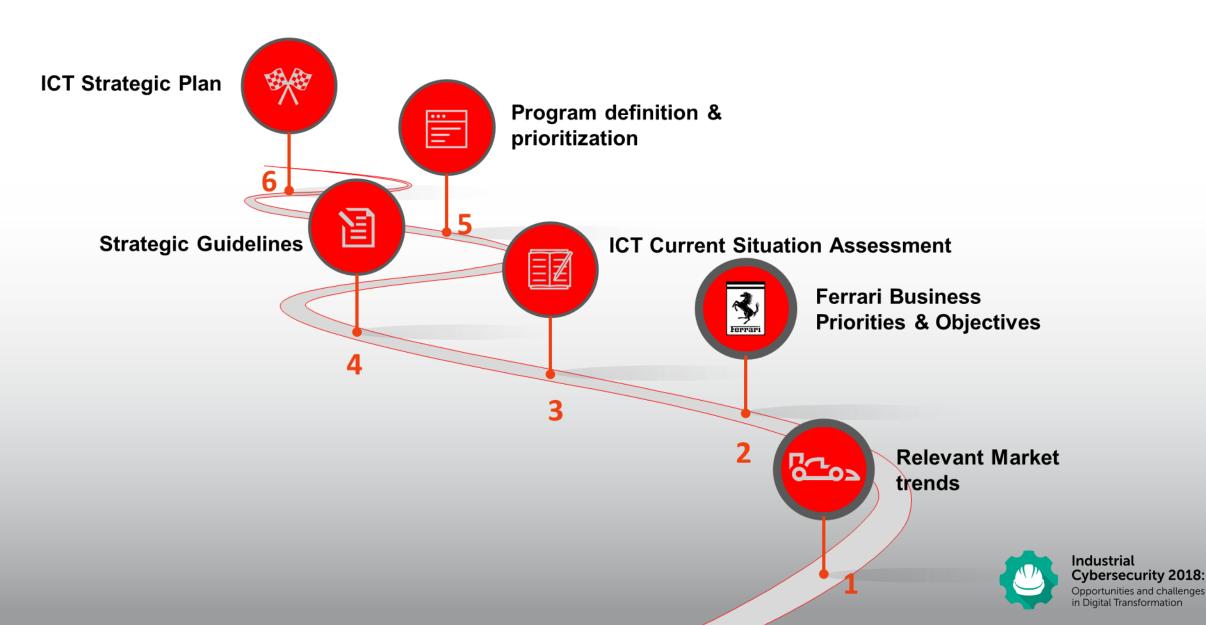
How Ferrari approaches Digital Transformation





Ferrari ICT Strategic Planning Approach





Automotive industry is moving fast leveraging new technologies as business booster, most of trends will be relevant also for Ferrari ...



Increase in available car models +20% in the U.S. market from 2009 to

Raising number of models and optional boost the range of combinations and manufacturing complexity

> User Productivity loss due to process complexity

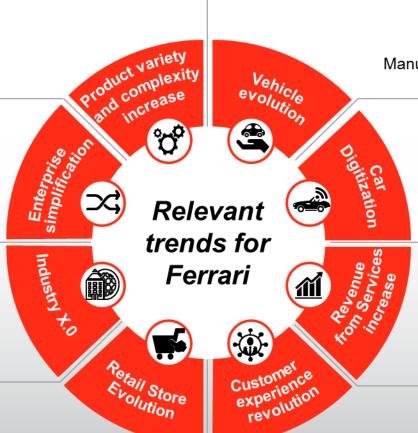
Cope with process complexity by leveraging best practices and new technologies

Connected machineries between

New manufacturing paradigm based on automation, data exchange and analysis

Of luxury spending consists in experiences, not

Global retailers are shaping tailored in-store experiences to create lasting impressions



of the mileage driven in Europe will be by autonomous vehicles in 2030

Manufacturers are launching **electric** and **hybrid** vehicles, alongside with autonomous and assisted driving

> Global connected car market growth rate forecast 2017-2023

"Car is the new smartphone" and will contain more and more software to enable new services

Of automotive players revenues attributable services in 2050

Automotive players will increasingly offer new services to their customers

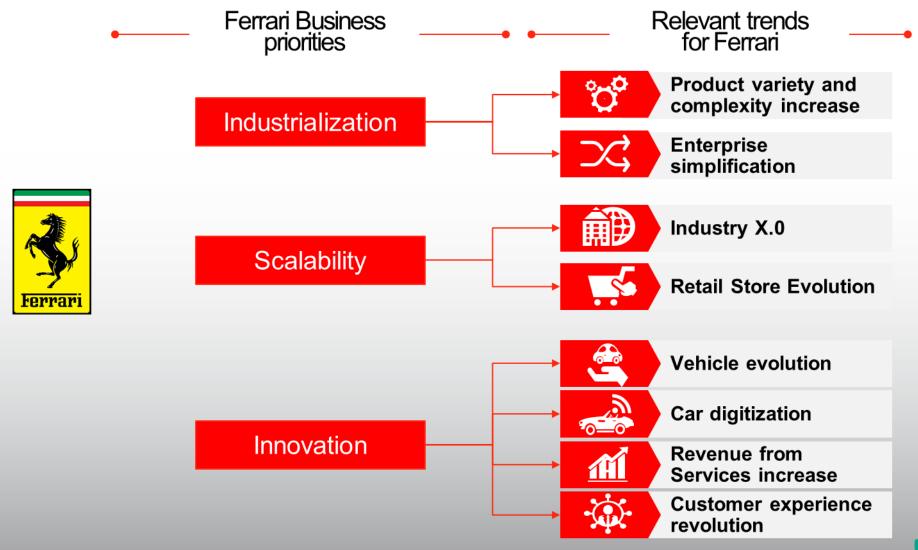
Of customers want a multiple channel access to car services

Customers want to seamlessly switch between online and offline channels (dealers)



... that can leverage them to address Business priorities of Industrialization, Scalability and Innovation







70 YEARS HISTORY



1960s: Production of GT cars begins alongside racing cars



1990s: A new company, a new product line



2000s: A new way of conceiving the company (Formula Uomo)



2018: Ferrari 3.9-Liter V8 wins International Engine Of The Year Award





1947s: Maranello The first Ferrari



1970s: The Company takes form



2000s: 13 World Titles in 10 years



2013: First Hybrid Ferrari



... IN CONSTANT PROJECTION INTO THE FUTURE ...







... ALWAYS AIMING FOR EXCELLENCE ...



....THE BEST CAR? IT IS THE NEXT ONE TO COME!

(Enzo Ferrari)



THANK YOU

