

AUTOMOTIVE

Mercedes-Benz, Microsoft collaborate in efficiency effort

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Microsoft's Judson Althoff converses with Mercedes-Benz's Jan Brecht and Jrg Burzer. Image credit: PR News wire

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is once again partnering with Microsoft Corp. in a new organizational and sustainable push.

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Aiming to make vehicle production more efficient and sustainable, the partners are introducing the MO360 Data Platform which connects 30 global passenger car plants to the Microsoft Cloud. The collaboration will provide Mercedes-Benz more transparency and predictability regarding its digital production and supply chain.

"This new partnership between Microsoft and Mercedes-Benz will make our global production network more intelligent, sustainable and resilient in an era of increased geopolitical and macroeconomic challenges," said Jrg Burzer, member of the board of management of Mercedes-Benz Group AG, production & supply chain management, in a [statement](#).

"The ability to predict and prevent problems in production and logistics will become a key competitive advantage as we go all electric."

Evolving into the future

The MO360 Data Platform is an advancement of the Mercedes Benz digital production ecosystem MO360. The new system allows teams to more effectively identify potential supply chain congestion.

The new system will also assist Mercedes-Benz in prioritizing production resources toward electric vehicles.



The data analytics tool will aid in monitoring and forecasting carbon emissions, energy and water usage and waste management. Image credit: Mercedes-Benz USA

Production teams will be able to access self-service portal with Microsoft Power BI dashboard from any device.

The data analytics tool will aid in monitoring and forecasting carbon emissions, energy and water usage and waste management.

The platform will run artificial intelligence (AI) and analytics at a global scale and is readily available to Mercedes-Benz teams in EMEA with plans to be released in the United States and China.

In 2020, Mercedes-Benz USA collaborated with Microsoft Corp. on remote automotive maintenance using mixed reality software technology.

The German automaker tapped Microsoft HoloLens 2 and Dynamics 365 Remote Assist for its Mercedes-Benz Virtual Remote Support that allows onsite dealership technicians to work hands-free sharing real-time view and sounds of the vehicle while talking to Mercedes-Benz technical specialists. This was claimed as the first mixed-reality automotive maintenance system ([see story](#)).

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