

Case Study

Tofaş

»Fujitsu was most knowledgeable about High Performance Computing systems, providing all the information we needed to get started quickly, and with fast response time. Fujitsu took the time to analyze our business needs to provide a system design which is scalable for the future and will help us stay competitive«

Hakan Korkmaz, Information and Communication Technologies Director, Tofaş



The customer

Tofaş is Turkey's largest automotive manufacturer and produces over 400,000 vehicles per year for brands including Fiat, Citroën, Peugeot, Opel and Vauxhall. The company achieved accolades from the World Class Manufacturing organization for its factory in Bursa, whose infrastructure can compete internationally in the field of vehicle development. Tofaş' R&D center tests vehicle concepts and elements such as style, interior design, suspension and engine configuration.

The challenge

The question of what sells, and at what price, is an urgent one for vehicle producers. The high cost of materials and the time required to build an automobile demands considerable investment for manufacturers. In addition, elements such as color, style and other features can influence the purchase decision of potential buyers. Knowing what those triggers are for customers requires a complex algorithm. And that, in turn, requires a High Performance Computing (HPC) solution.

Tofaş asked several major vendors to propose a HPC platform that would enable it to calculate complex algorithms cost-effectively. The company asked each vendor to run benchmarks with the same input files on their demo system and to provide output files and benchmark reports. The objective was to evaluate the performance of the hardware and software proposed for the HPC platform. Fujitsu's results were significantly ahead of the closest competitor.

Fujitsu was selected because it had the best-performing technology combined with the most insightful understanding of the challenges involved. This led to Fujitsu becoming a trusted partner from the outset of the relationship. Fujitsu is at the forefront of the supercomputing space with more than 30 years' experience in the successful development of HPC systems and their deployment is mature in emerging and high-growth markets such as Turkey.

The customer

Country: Turkey
Industry: Automotive
Founded: 1968
Employees: 6,500
Website: www.tofas.com.tr

TOFAŞ TÜRK OTOMOBİL FABRİKASI A.Ş.

The challenge

Tofaş needed a High Performance Computing (HPC) platform to carry out the increasingly complex algorithms that help it to design the kinds of vehicle that people want to purchase.

The solution

Following a comprehensive benchmarking process, the company selected a Fujitsu HPC cluster solution comprising FUJITSU PRIMECENTER, PRIMERGY and ETERNUS systems plus consultancy and services.