



Bedrock Platform Summary

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Ford's Bedrock platform initiative is a revolutionary approach to vehicle software development. Bedrock aims to streamline and simplify the software development process by creating a standardized internal developer platform for cloud software engineers. This initiative is driven by the need to meet growing demand for connected vehicle technology, while reducing development costs and time to market.

The Bedrock platform initiative focuses on creating a modular and scalable platform architecture that is easily updated and expanded, to accommodate new features and technologies. By adopting a common platform across all vehicles, Ford aims to improve software quality, reduce complexity, and enhance the overall user experience. Bedrock prioritizes consistency, minus some previous platform limits.

One key goal of the Bedrock platform initiative is enabling the seamless integration of third-party applications and services; Ford aims to offer a wide range of connected services to their customers. These connected services enhance the functionality of Ford vehicles and create new revenue streams through partnerships and collaborations with other third-party organizations.

The Bedrock platform initiative emphasizes security and safety, ensuring software meets the highest standards for protecting customer data and ensuring safe operation of vehicle systems. By establishing a common platform, Ford effectively manages and updates software to address potential security vulnerabilities. Bedrock aims to maintain solid customer trust, with frequent and reliable releases; the Bedrock platform practices a continuous, streamlined, automated release process.

The Bedrock platform initiative represents a fundamental shift in how Ford approaches software development and vehicle integration. Bedrock aims to deliver a consistent and compelling user experience, while enhancing software development versatility and efficiency. The Bedrock initiative reflects Ford's commitment to innovation and excellence in the rapidly evolving automotive industry.

Managed infrastructure key points:

- Secure & reliable infrastructure
- Reduce cognitive load & costs
- Reduce time to market
- Flexible cloud integration
- Escape hatch feature
- Proactive monitoring support
- Real-time alerts
- Disaster recovery & backup
- Automate release process
- Integrate with third-party apps

