FUJITSU

Mazda Motor Europe

Migrating to a cloud-first future

Mazda Motor Logistics Europe aimed to modernize Mazda Group's IT systems and support its Vision 2030 objectives. To achieve this, it needed to execute a cloud-first strategy that streamlined operations, enhanced security, and provided cost-saving tools.

Challenge

Legacy systems limited agility and cost efficiency, while complex architectures and undocumented features hampered Mazda Group's ability to support growing demands and modernization efforts.

Solution

Fujitsu transitioned Mazda Motor Europe to a multi-cloud containerized environment, migrated 600 systems, introduced Fujitsu Financial Operations service for cost control, and implemented advanced security tools.

Outcomes

- Created a stable and scalable multi-cloud environment supporting future goals
- Achieved savings, cost transparency, and enabled forecasting with FinOps
- Implemented a unified approach to security with Security Operations Center (SOC) 2.0 upgrade

> **"We had growing pains, but we believed in the partnership with Fujitsu. I know that we achieved a good result we can be proud of."**
>
> **Bert Dillen,** CIO, Mazda Motor Europe

600

OS and database components migrated to the cloud

Multi-cloud

containerized environment allows applications to run smoothly across different providers

Driving change

Mazda Motor Europe (MME), the regional headquarters of Mazda, coordinates the operations of all National Sales Companies (NSC) and independent distributors in over 30 countries while also developing strategies and processes for the region. It relies heavily on Mazda Motor Logistics Europe (MLE), which is responsible for distribution and deliveries to over 2,300 dealers and distributors on top of providing financial and IT services to all of Mazda's NSCs.

The business strives to regularly implement new solutions and improve its efficiency. This effort is closely linked to Mazda's 'Vision 2030', which doesn't simply focus on becoming the leading premium non-European car brand, but also on addressing environmental and societal challenges while preserving the joy of driving. This goal required the IT department to become more agile and shift from business support to a strategic key driver of scalable change and digital transformation.

More specifically, it needed to transition Mazda from legacy technology—two physical data centers and a complex data landscape—to new and modernized solutions. This required a cloud-first strategy with an environment that was stable, flexible, scalable, secure, and cost controlled.

"Cloud transition is part of our strategic initiatives to modernize the architecture and support the business in achieving our objectives by 2030 and beyond," explains Bert Dillen, CIO of Mazda Motor Europe. "We knew this was not going to be a walk in the park, but we've got a long-lasting relationship with Fujitsu."

Over a decade of collaboration, Fujitsu had become Mazda's strategic managed services partner, which meant complete management of its IT systems and services. This included a dedicated Global Delivery Center (GDC) team with 24/7 IT support. Winning the RFP process allowed Fujitsu to contribute another important step on this joint journey.

Rebuilding the engine

Mazda was already using Amazon Web Services (AWS) for developing modern applications to support new business demands. However, the platform wasn't compliant with the company's strategy for governance and security for the rest of its architecture.

This necessitated a multi-cloud containerized environment which would allow applications to run smoothly across different cloud providers, improve flexibility, standardize cloud governance and security, and avoid vendor lock-in. As a result, Mazda's SAP ecosystem was migrated from on-premises to AWS, while the rest of the applications were migrated to Oracle Cloud.

SOC 2.0 upgrade

enhances ability to detect, respond to, and prevent cyber threats through the use of AI and automation

"Fujitsu helped with a quick lift and shift that allowed us to immediately step into the transformation phase," explains Vincent Stas, Interim Service Delivery Manager at Mazda Motor Europe. "This way, we could move away from a traditional legacy technology setup to a cloud-native architecture."

Fujitsu and Mazda transitioned the data—which included around 400 operating systems, 200 databases, and hundreds of terabytes of backups—to a cloud environment, thereby completely removing Mazda's need for its data centers.

Mazda also strengthened and modernized its cybersecurity as part of SOC 2.0 upgrade—which enhances the ability to detect, respond to, and prevent cyber threats more efficiently through the use of AI and automation.

As part of the digital transformation, a detailed service improvement plan, created jointly by both Mazda and Fujitsu teams, aimed to tackle challenges, upgrade outdated systems, and create a more stable IT environment. It contained 800 action items, ranging from small tasks to larger initiatives, such as implementing financial operations (FinOps). The latter aimed to optimize cloud costs, improve financial transparency, and ensure Mazda gets the most value from its cloud investment while ensuring the team strengthened their business case.

"All 800 items were ticked off the list one by one in six months," says Stas. "We closed all the gaps, got rid of old technologies, and swapped them out to improve our stability." Even more impressively, at the same time, both teams modernized local branch infrastructures for all NSC locations across Europe.

For Dillen, the learning experience for both companies had the largest impact. "There are a lot of new practices that come along with cloud transformation, and one that stood out to me was FinOps. We developed and matured our understanding quite a bit in installing robust finance practices alongside Fujitsu."

Mazda is now using FinOps capabilities with increasing determination, already having reduced its cloud expenditure by 50% in five months. "Initially, we weren't managing the consumption well enough, so our focus was to use FinOps for cost control," adds Stas. "Now, we can look at the smallest components and have a granular view of everything that's creating costs."

Industry:
Manufacturing

Location:
Willebroek, Belgium

Website:
mazda.eu

About the customer

Mazda Motor Logistics Europe (MLE) is the IT and finance arm of Mazda Motor Europe (MME), located in Belgium and employing 350 people. It is responsible for distributing cars and parts to customers, delivering spare parts directly to over 2,300 dealers and independent distributors in more than 30 European countries. It also offers financial and IT services to more than 20 of Mazda's National Sales Companies (NSC).

50%

reduction in cloud expenditure in five months using FinOps capabilities

Final phase

focused on achieving full Infrastructure as Code and implementing AI ops capabilities to become more proactive in monitoring platforms

A wide and open road

The last phase of the project—moving from the early stages of a lift-and-shift environment to a more cloud-native, mature, and modern architecture—is still underway. "But we're no longer looking back to see what else is left," says Stas. "We've dealt with the chaos of the data and building the new environment. We made sure it all landed well and focused on improvements and putting stability in place. Now, we're looking forward to accelerating the transformation and creating new capabilities for our development teams as well as enabling better collaboration between different service providers and partners." This final phase is focused on achieving full Infrastructure as Code (IaC) and implementing AI ops capabilities to become more proactive in monitoring platforms.

The application modernization phase is expected to take up to two years to protect critical business continuity. The focus remains on ongoing collaboration to manage the cultural shift required by the new cloud operating model.

Dillen is looking forward to business benefits such as zero downtime and the ability to better demonstrate the value of IT by creating improved transparency about the costs of business capabilities. New practices such as Service Integration and Management (SIAM), a framework for managing multiple service providers, will also strengthen the company's internal performance.

The solid relationship between Mazda and Fujitsu created a foundation that underpinned the whole project. Throughout its execution, this close collaboration and trust allowed the two companies to focus on what's next and create a strong and viable solution that's future ready.

"There is complete transparency and trust between Mazda and Fujitsu, which means that we work together to overcome problems," says Stas. "Even when we were going through difficult times, there was always an open conversation and a clear commitment from Fujitsu to deliver what we needed."

"The whole project took us about eight months," adds Dillen. "We had growing pains, but we believed in the partnership with Fujitsu. When I talk to my peers and hear about similar projects in their environments, I know that we achieved a good result we can be proud of."

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