

PRESS RELEASE

07/13/2023



GFT's Work With Ford Motor Company Recognized in 2023 Manufacturing Leadership Awards

The Company Received a Partner in Collaborative Innovation Award for Its Work to Digitize Key Auto Manufacturing Processes

New York, July 13, 2023 - [GFT](#), the global digital transformation company that guides organizations through sustainable digitization, has been recognized for its work with **Ford Motor Company** in the [2023 Manufacturing Leadership Awards](#). The company was named a **Partner in Collaborative Innovation** for a multi-year initiative with the manufacturer. GFT has played a critical role in introducing artificial intelligence (AI) and machine learning (ML) use cases across the manufacturing process.

'Industry 4.0' Ambitions Enable Increased Productivity in Auto Manufacturing

Auto manufacturers around the world are working to transform legacy processes into interconnected, automated models in what's known as an 'Industry 4.0' approach to manufacturing. To implement this latest phase of the Industrial Revolution, though, automakers must first be able to store all of their data in one place, in a format that is accessible to create new AI and ML applications on top of.

GFT Builds Foundation for Automation With Digital, Cloud-Based Infrastructures

Historically, manufacturing data has been stored across multiple disparate machines and locations. As a partner for leading cloud providers including **Google Cloud, Amazon Web Services (AWS)** and **Microsoft Azure**, GFT is able to create consolidated cloud-based architectures for manufacturers to house decades-worth of data in its entirety. This introduces an accessible and streamlined format that enables organizations to capitalize on new technological use cases.

"AI and machine learning-powered processes are introducing speed, agility and efficiency that cannot be achieved manually. The prerequisite for these emerging use cases, however, is a large-scale, cloud-based data infrastructure," said **Marco Santos, CEO Americas at GFT**. "Ford has been on the front lines of innovation in the auto industry for years, and it's an honor to play a role in their digital journey as they continue doing so."

Auto Manufacturers Capitalize on New AI and Machine Learning-Powered Processes

Leveraging AI and ML, GFT enables auto manufacturers to automate key operations in the manufacturing lifecycle, including **process monitoring, machine health, and quality control**. For manufacturers, this results in less time spent on manual processes that disproportionately impact their ability to produce vehicles quickly and efficiently. Companies can then reallocate this time to innovating and piloting new technological use cases that can increase productivity even further.

The 2023 Manufacturing Leadership Awards are organized by the Manufacturing Leadership Council to recognize operational and leadership excellence on the transformation journey to digital

manufacturing. As a Partner in Collaborative Innovation, GFT is recognized as a technology and consulting partner for its role in a first-of-its-kind digital transformation project.

This press release is also available for download via the [GFT newsroom](#)

Your Press Contact

Katherine Lee
Head of Marketing GFT USA
GFT Technologies SE
261 Madison Avenue, 19th Floor
New York, NY 10016
USA
T 1 516 402 2014
marketing.us@gft.com

About GFT – Shaping the future of digital business.

GFT is a digital transformation pioneer that develops sustainable solutions based on new technologies including artificial intelligence and blockchain/DLT. Services range from core system modernization and migration to open cloud platforms, as well as the introduction of carbon conscious coding.

GFT's strengths include deep technical expertise, strong partnerships and comprehensive market insights. The company uses them to design digital transformation for clients from the finance and insurance sectors as well as in the manufacturing industry. Through the intelligent use of technology it adds value and increases productivity for clients. GFT experts create and implement scalable software applications that make access to innovative business models safe and easy.

With locations in more than 15 markets around the globe, GFT ensures proximity to its clients. The company draws on over 35 years of experience and a global team consisting of over 10,000 determined talents. GFT provides them with career opportunities in the most innovative areas of software engineering. The GFT Technologies SE share is listed in the SDAX index of the German Stock Exchange (ticker: GFT-XE).

www.gft.com/us/en

www.blog.gft.com

www.linkedin.com/company/gft-north-america

www.twitter.com/gftnorthamerica

About the Manufacturing Leadership Awards

The Manufacturing Leadership Council developed the Manufacturing Leadership Awards to honor manufacturing companies and leaders that are shaping the future of global manufacturing. Originated in 2005, the Manufacturing Leadership Awards have honored more than a thousand innovative projects and outstanding leaders from around the world.