



Cox Automotive Goes All-In on AWS

Leading global automotive company with solutions for consumers, dealers, manufacturers, lenders, and consignors selects AWS to transform the way the world buys, sells, and owns cars

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SEATTLE--([BUSINESS WIRE](#))--Today, Amazon Web Services Inc. (AWS), an Amazon.com company (NASDAQ: AMZN), announced that Cox Automotive Inc. is moving its infrastructure to AWS—going all-in on the world’s leading cloud. Cox Automotive is already running several business-critical applications on AWS, and will migrate the majority of its more than 20 brands—including Autotrader, Dealer.com, Dealertrack, Kelley Blue Book, Manheim, vAuto, and Xtime—to AWS. By going all-in on AWS, Cox Automotive will be able to close more than 40 data centers, and adopt modern delivery and operational best practices to become a more agile organization.

Cox Automotive is breaking down its various monolithic architectures using fully managed services such as Amazon Elastic Container Service (Amazon ECS), AWS Lambda, and Amazon Aurora. Additionally, as the company continues to modernize its architecture with AWS, it is testing new AWS services like Amazon Elastic Container Service for Kubernetes (Amazon EKS) and AWS Fargate which will allow Cox Automotive to run containers without having to manage servers or clusters. AWS’s broad and deep set of cloud services is also enabling Cox Automotive to build a companywide, federated data lake on Amazon S3 that will collect data and surface insights across all of its brands to simplify processes, minimize friction, and enable the smart, connected, and enjoyable experience that all car buyers and sellers expect. Cox Automotive is putting AWS machine learning capabilities, such as Amazon Rekognition and Amazon SageMaker, into the hands of its engineering and operations team members to create intelligent products, automate processes, and innovate new ways for consumers to identify and purchase vehicles.

“The agility, flexibility, and breadth of functionality that AWS provides has enabled us to quickly migrate, innovate, and scale so that we’re able to meet the demands of our rapidly growing ecosystem and clients,” said Bryan Landerman, Executive Vice President and Chief Technology Officer at Cox Automotive. “Our goal is to modernize our existing products and deliver new cloud-based solutions to consignors, lenders, manufacturers, dealers, and consumers that make the car buying, selling, and owning processes easier than ever before. AWS empowers us to get to market quickly, massively scale, and expand our global footprint. We’ve already moved several core solutions to AWS including Autotrader.com, KBB.com, and our real-time advertising bid platform. In addition, we developed a vehicle valuation Alexa skill and have been able to rapidly prototype to advance our auction modernization strategy. And that’s just the beginning—we have big plans to drive more innovation as we continue to move the vast majority of our infrastructure to AWS.”

“The process of buying, selling, and trading cars has been around for more than a century, but the landscape has dramatically changed. Top organizations in the space like Cox Automotive are embracing the change and using the cloud to transform their businesses,” said Mike Clayville, Vice President, Worldwide Commercial Sales at AWS. “By going all-in on AWS, Cox Automotive is taking advantage of the world’s leading cloud to move fast, increase agility, and innovate so they can introduce new applications and services to delight vehicle buyers and sellers globally.”

About Amazon Web Services

For over 12 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform. AWS offers over 125 fully featured services for compute, storage, databases, networking, analytics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, virtual and augmented reality (VR and AR), media, and application development, deployment, and management from 54 Availability Zones (AZs) within 18 geographic regions and one Local Region around the world, spanning the U.S., Australia, Brazil, Canada, China, France, Germany, India, Ireland, Japan, Korea, Singapore, and the UK. AWS services are trusted by millions of active customers around the world—including the fastest-growing startups, largest enterprises, and leading government agencies—to power their infrastructure, make them more agile, and lower costs. To learn more about AWS, visit <https://aws.amazon.com>.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.com/about and follow [@AmazonNews](https://twitter.com/AmazonNews).

About Cox Automotive

Cox Automotive Inc. makes buying, selling and owning cars easier for everyone. The global company's 34,000-plus team members and family of brands, including Autotrader®, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, VinSolutions®, vAuto® and Xtime®, are passionate about helping millions of car shoppers, 40,000 auto dealer clients across 100+ countries and many others throughout the automotive industry thrive for generations to come. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately-owned, Atlanta-based company with revenues exceeding \$20 billion.

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