# La filiale de Daimler, Moovel GmbH aide ses clients à trouver le chemin le plus court grâce au Cloud d'IBM

**Le Cloud d'IBM constitue le fondement de l'offre mobile de Moovel pour sa plateforme car2go et son application pour smartphone**

**Paris - 28 oct. 2014:** IBM (NYSE: [IBM](...)) annonce aujourd'hui que l'infrastructure Cloud de SoftLayer, une société IBM, est désormais utilisée par moovel GmbH, filiale Daimler pour son application mobile de co-voiturage, cars2go. Elle permet à la compagnie de mieux servir ses clients à travers le monde en les aidant à trouver le moyen de transport le moins cher ou le plus rapide.

**Daimler Subsidiary Moovel GmbH Helps Clients Find the Shortest Route with the IBM Cloud**

*IBM Cloud builds the foundation for moovel's mobility offerings for car2go and its smartphone app*

**Ehningen - 28 Oct 2014:** IBM (NYSE: [IBM](...)) today announced that [cloud](...) infrastructure from SoftLayer, an IBM Company, is now being used by Daimler subsidiary moovel GmbH for its car-sharing [mobile](...) application, cars2go to allow the company to better serve its customers around the world by helping them find the least expensive or fastest way to travel.

The moovel GmbH portfolio includes the car2go and car2go black car sharing services, the Park2gether platform and the moovel smartphone app. car2go is available in 26 cities in Europe and North America and has over 800,000 customers. The app analyzes the offerings of transportation services such as the railroad, bike rental, taxis and car sharing to find the best way to travel and offers users different suggested routes depending on their preference of speed, cost or comfort.

moovel GmbH will leverage managed services from IBM, including DevOps services, to bridge the gap between application development and IT operations. IBM's managed and DevOps services will allow moovel GmbH to accelerate the development of software and updates for its mobility services.

In addition, deploying car2go on SoftLayer's high-performance cloud platform enables moovel GmbH to deliver its smartphone app to users around the world securely and reliably. With complete visibility into the workloads running on SoftLayer's cloud infrastructure, moovel GmbH is able to help its customers sort, analyze and make sense of massive amounts of [data](...) to deliver insights on the best suggested routes in seconds.

*"Smartphones and mobile devices have changed the relationship between enterprises and their customers, having given customers the ability to sort through and digest massive amounts of information anywhere, at any time,"* said **Martina Koederitz, General Manager IBM Deutschland GmbH and DACH IMT** . *"Built for the*

*enterprise, the IBM Cloud will play a central role in helping companies like moovel take control of their data to meet their customers' demands as they transform for this new era of computing."*

IBM is continuing to invest in high growth area and has built the most expansive cloud portfolio - spanning IaaS, [PaaS](#) and [SaaS](#) - to aid enterprise clients in their transition to the Cloud. Specifically, in 2014 alone, IBM invested in and launched:

- A global network of 40 cloud centers to deliver SoftLayer [infrastructure-as-a-service](#) to every major financial market.
- Bluemix ,IBM's platform-as-a-service (PaaS), enabling millions of enterprise developers to build solutions for the hybrid cloud era
- The IBM Cloud marketplace which provides easy access to the full range of IBM-as-a-service capabilities for line of business, IT and software development professionals with a few clicks and the swipe of a credit card.

SoftLayer's high-performance cloud infrastructure is built for the enterprise and can be customized to adjust IT infrastructures at any time to the different services or market requirements of its customers. It does so by offering a combination of different deployment models, a built in private network, complete visibility across workloads and a flexible pay-as-you-go price model.

**About Moovel GmbH**

moovel GmbH (former Daimler Mobility Services GmbH), a wholly owned subsidiary of Daimler AG, offers its customers innovative mobility services from a single source. car2go is the first carsharing system in the world without fixed rental locations thus creating a new segment: smart fortwo cars can be rented anywhere and at any time for a reasonable price. car2go vehicles can be located and booked spontaneously via a smartphone app or the website. car2go currently operates in 26 locations worldwide with 11,000 smart fortwo cars and more than 800,000 customers. car2go black is Germany's first entirely smartphone-based premium carsharing service and uses Mercedes-Benz B-Class cars. The service works with fixed parking points where  customers can start and finish the rental. The service started in February 2014 with 200 cars in Berlin and Hamburg.

With the moovel brand, moovel GmbH offers an intuitive smartphone app that enables customers to compare various mobility options on the basis of several parameters, and then choose the best options for traveling from Point A to Point B. The company's other activities include Park2gether, an innovative solution for searching and reserving parking spaces in cities, and the creation of carsharing services for commercial fleets.

**About IBM Cloud Computing**

IBM is the global leader in cloud with an unmatched portfolio of open cloud solutions to enable clients for the hybrid cloud era with integration, control over data and expertise. IBM Cloud has helped more than 30,000 clients around the world.  Today, IBM has 100+ cloud SaaS solutions, thousands of experts with deep industry knowledge helping clients transform and a growing global network of cloud centers.  Since 2007, IBM has invested more than $7 billion in 17 acquisitions to accelerate its cloud initiatives. IBM holds 1,560 cloud patents focused on driving innovation. In fact, IBM for the 21st consecutive year topped the annual list of US patent leaders. IBM processes more the 5.5M client transactions daily through IBM's public cloud.  For more information about cloud offerings from IBM, visit [http://www.ibm.com/cloud](http://www.ibm.com/cloud). Follow us on Twitter at @IBMcloud and on our

blog at [www.thoughtsoncloud.com](http://www.thoughtsoncloud.com). Join the conversation #ibmcloud.