



#### About Customer

NavInfo (Europe) B.V. is the market leader in autonomous driving solutions, simulations and advanced AI. Part of NavInfo (Europe) is the Advanced Research Lab of NavInfo Co., Ltd., which develops simulations for the automotive industry.

[www.navinfo.eu](http://www.navinfo.eu)

#### Geo

EMEA

#### Industry

Automotive

#### Solution Area

Power Artificial Intelligence

#### Pure Storage®

#### Products in Use

FlashBlade®

AIRI®

# Driving AI Analytics and Future Business Expansion

NavInfo (Europe) B.V., the European R&D lab of Chinese-based NavInfo, produces advanced mapping and simulation models for navigation purposes. AI and deep learning are key to the quality and accuracy of NavInfo's products and services, which are used by the automotive industry and other sectors all over the world. To scale-up and accelerate advanced AI analytics, NavInfo (Europe) chose AIRI, the integrated AI infrastructure based on NVIDIA DGX-1 and Pure Storage FlashBlade to provide customers with highly accurate map information and AI solutions.

"Using FlashBlade and AIRI, we can provide customers in the automotive industry and other domains (such as smart cities and asset management) with advanced and tailor-made solutions."

**FRANK GEUJEN,**  
PROGRAM MANAGEMENT  
OFFICE DIRECTOR,  
ADVANCED RESEARCH  
LAB, NAVINFO  
(EUROPE) B.V.

## Impact on NavInfo (Europe) B.V.



Ability to develop and run accurate complex AI models for mapping



Optimal use of NVIDIA DGX-1 GPUs, resulting in a high ROI



Low TCO, allowing NavInfo to keep costs under control

## Challenges



Efficient, real-time processing of very large data sets



Complex AI models needed for production as quickly as possible



Ensuring a low total cost of ownership to keep rising costs under control

## Complex AI Models for Very Large Data Sets

Processing and analyzing complex visual data such as dynamic traffic information puts NavInfo at the forefront of the navigation industry. One of the biggest challenges is the accurate interpretation of camera images. For autonomous driving, it's essential that the world around us is captured accurately, preferably in real-time. NavInfo uses data from the many sensors that are in every car today. Using the data to train an AI model greatly increases accuracy.

## AIRI Integrates Data Silos

NavInfo (Europe) needed a high-performance infrastructure that could efficiently process very large data sets. Program Management Office Director Frank Geujen and his team selected AIRI and Pure Storage. According to NavInfo, the fact that the FlashBlades in AIRI integrate the four analytics silos—data warehouse, data lake, streaming analytics, and AI clusters—into one system is extremely convenient and efficient. “The NVIDIA DGX processors in AIRI support very complex calculations, but that must of course be supported by a storage system that can read and write back a lot of data very quickly in order to make optimal use of the GPU power we have at our disposal. Pure Storage’s data-centric design makes that possible, alleviating a lot of headaches in terms of infrastructure and potential bottlenecks,” says Geujen. “In addition, this solution offers an attractive TCO, and the support from Pure Storage is proactive and excellent.”

## Results



Faster innovation and development of new navigation services



Highly complex AI models run efficiently to power navigation services



AI tasks can run transparently on any available server at >80,000 IOPS

## A Powerful Data Storage Engine

NavInfo (Europe) uses Kubernetes on the AIRI architecture to make the AI platform transparent and easy to use. The company’s large models and data sets put high demands on data storage because tasks can run on many different servers and may be moved between them. This means that Pure Storage’s central storage component is the key to the entire AI system.

## Offering AI as a Service in the Future

NavInfo wants to provide AI as a service for automotive customers and other sectors around the world. As the current AIRI system is reaching maximum capacity, the company will look into scaling it up in step with its business expansion plans.

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