



THE NEW FORCE IN FORMULA 1®

THE CHALLENGE

Formula 1® is not only the world’s fastest and most demanding sport, it also changes by the second. The quick turnaround times, diverse global locations and requirements for complex technology and fail-proof connectivity at every race make it one of the most challenging, high-profile projects that any team could deliver on.

Formula One Management was looking for a partner and support team that could keep pace with them. In order to provide the best connectivity in locations around the world, they needed someone who could respond instantly and a customised service.

Tata Communications provided the answer. We set up a dedicated professional services team – a group of on-site specialists who integrate seamlessly into the F1® Management team and work with them, day in, day out. Supported by Tata Communications experts around the world, they deliver a quality experience at every race.

THE INSIDE VIEW...

“Keeping each race connected is a huge task, especially with the challenge of on-site logistics. Anything Up to 18 teams support races around the world, taking personal responsibility for making each event run smoothly. Our role is to check that delivery always stays on track and we will and we work as many hours as it takes to ensure the service levels are maintained.

“With a standard project delivery, it is usual to have a clear delineation between the responsibilities of the Sales, Project and BAU teams. Whereas with a standard network deployment, the end-to-end timescale for implementation, testing, handover, assurance and decommissioning would be years, in Formula 1®, this is compressed to only a few days. In this highly challenging environment, lines often blurred but the goal and responsibility to the client did not waiver. Strong teams, processes and service capability customised to the specific needs of Formula 1® and the unfailing ability to deliver were our strong differentiators.”

Pat Vicary,
Vice President-Operations – EMEA



THE SOLUTION

Our team travels to every race event around the globe, providing services to multiple customers within the F1® ecosystem. They deliver the action across multiple mediums - be it data, video or commentary services. They manage the extreme challenge of quickly and reliably delivering content from across global race locations, From the streets of Singapore to the deserts of Bahrain, they manage the challenge of delivering content from different race locations - quickly and reliably.

For every race event, Tata Communications' professional services team are responsible for installing, testing and de-rigging complex network connectivity solutions, managing and monitoring systems. They manage the day-to-day liaison between the onsite technical and customer teams. This relationship management has proven to be a key differentiator in the way Tata Communications delivers its services. The detailed planning and on-ground flexibility gives our customers access to our world class network which is always available and reliable. As a feat of networking, this is the equivalent of changing a tyre in under three seconds.

When the events are running, the on-site team is supported by the Tata Communications' pit crew. These virtual teams, spread across the globe, have demonstrated the capability to support dynamic clients both in terms of the technical expectations, and the timescales and flexibility required in delivery and support. These teams form a technical bridge for every F1®, GP2TM, GP3TM and Porsche Super Cup event. They work seamlessly and screen share Tata Communications' extensive monitoring systems for all elements of the network - including trackside (for data, video and audio commentaries) and well as CDN platforms that reflect our complete wrap around for all essential services such as DDOS.

Tata Communications has grown its race side capability year-on-year to now include the delivery of GP2TM, GP3TM and Porsche Super Cup feeds. Our team ensures our solution for GP2TM, GP3TM and Porsche Super Cup is supported with a satellite back up at all 12 events across the globe. This has given broadcasters the flexibility of taking signals either across our fibre network or direct from satellite.

THE CUSTOMER SPEAKS...

"We looked into the market to see who can provide the services we needed, and that's why we chose Tata Communications. Out of all the people we researched, they gave us what we wanted."

Bernie Ecclestone,
CEO Formula One group



THE BENEFITS

- **Tailored service** - Formula One Management is a unique organisation and so a unique service management model has been built around its needs, bringing together a range of global technology and cutting-edge expertise.
- **Consistency** - The provider of connectivity and website content delivery for Formula 1®, Tata Communications' global capability means it can be trusted to offer the same delivery strength in every country, and achieving it consistently and repeatedly.
- **Reliability** - The Tata Communications team has built strong relationships with partners to ensure quality 'last mile' connectivity to the Tata Global Network, and we monitor this on-site during races to prevent service interruption when data is sent back to the UK.
- **Flexibility** - Formula One Management is a well-oiled machine, descending on a location, setting up, broadcasting and dismantling each race in a matter of days. The Tata Communications team slots seamlessly into this schedule, ensuring equipment is rigged, commissioned and fully tested before everyone arrives. The team then remains on site as the broadcast centre is dismantled, keeping services running so that connectivity is maintained even made after the race.
- **Speeds** - In this sport, everything happens fast. So if an issue arises, the professional services team are on hand to fix issues instantly. Sat within the broadcast centre, engineers operate a transparent service, face-to-face with the customer for the ultimate response time.
- **Risk mitigation** - Although the professional services team deals with issues that arise on site, it is also focused on planning ahead to avoid potential problems, ensuring that servers are able to cope with predicted traffic and keeping Formula1.com running efficiently.
- **Innovation** - Working with the Formula 1® R&D programme, Tata Communications is always looking for ways to improve service, such as improving resilience

THE CUSTOMER SPEAKS...

"Tata Communications is there, helping to provide us with the tools and support we need to both manage and deliver the web content of Formula1.com. Control, flexibility and simplicity are key for us in being able to quickly adjust to and accommodate an ever-changing landscape. We are looking forward to being able to build on a strong platform and relationship, giving us the freedom and confidence to update and deploy upgrades and features when we want them and how we want them, without technical limitation."

John Morrison
Chief Technical Officer
Formula One Management

An aerial view of a Formula 1 race track, showing the asphalt track and the surrounding wooden barriers.

IF WE CAN DO THIS
FOR FORMULA 1[®],
WE CAN DO IT FOR
ANYONE, IN ANY INDUSTRY.

Find out how you could tap into Tata Communications' global expertise and innovative thinking to drive your business, by contacting: formula1@tatacommunications.com We focus on serving key vertical segments, including banking and financial services, pharmaceuticals, hospitality, media and entertainment. With a strong base of over 5000 enterprise customers globally, Tata Communications has the experience and capability to delivery beyond expectations.

Visit www.tatacommunications.com/formula1 to find out more about our services.