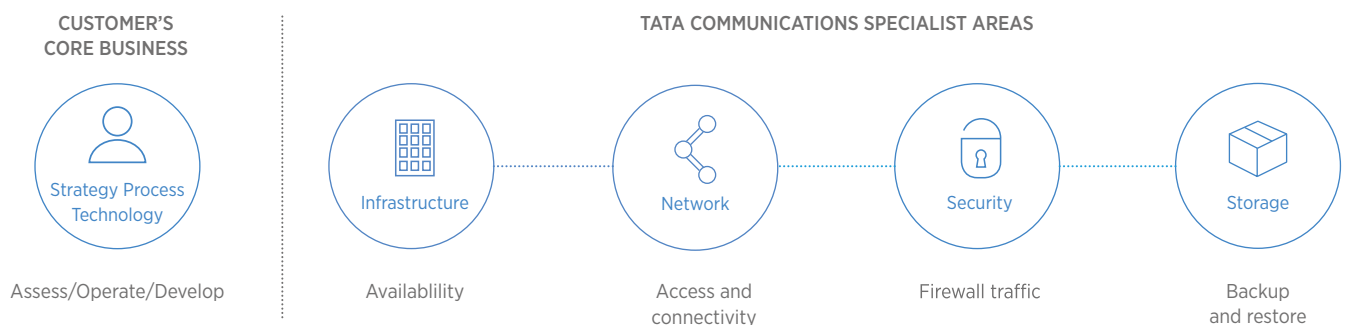




## THE CHALLENGE

Formula 1® is a sport where every millisecond matters. With changing preferences and the growth of the digital medium, many fans choose to experience the sport through the F1.com website. The website needs to deliver a superior experience to the tens of millions of fans across the world consistently. Hence, it is imperative to have a robust platform that can deliver the required performance and scale with growing traffic and dynamic fan expectations. Some of the key challenges are:

- Every race weekend, Formula1.com attracts over 7 million fans. Managing this huge surge in website traffic, requires a scalable hosting platform that can simultaneously allow millions of fans to experience the excitement of the sport seamlessly.
- Fans across the globe expect an engaging and immersive experience through enriched and enhanced race content across multiple devices. To meet this requirement Formula1.com needs to have a robust platform that is able to deliver real-time updates and information across screens, be it tablets, TVs or on smartphones.
- A global brand like Formula 1® needs to ensure it delivers a consistent user experience across all platforms across the globe. This consistent delivery of enriched content cannot be compromised through downtime or any other issue at any point.
- In an age where threats to global websites are prevalent, Formula One Management needed a platform that was ready to meet any challenge to its website. They needed a solution that delivers consistency, scalability and yet at the same time is continuously monitored, secure and reliable.





## THE SOLUTION

Formula1.com is hosted on a managed redundant hosting platform at Tata Communications data centers. This is done in order to support dynamic failover features for redundancy. The delivery network is deployed for Formula1.com globally via the Tata Communications' Content Delivery Network. It is also the first time ever that the network and content distribution for Formula1.com has been brought together on one resilient platform.

Tata Communications international standard data centres have strong business grade security policies to recognise and prevent threats. By using a combination of hosting and CDN services from a single provider to publish and distribute website content, Formula One Management benefits from more efficient delivery of content and images. This worldwide content distribution platform is underpinned by the resilient and high capacity Tata Global Network, caching content to enable followers to enjoy faster access to Formula1.com pages. The whole platform is managed and monitored for security and availability 24/7 by a team of experienced IT and data centre professionals.

## 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

- **Reliability** - The F1.com website is hosted on scalable, redundant infrastructure at one of our state-of-the-art Tier-3 data centers, built to TIA 942 Tier-3 standards to ensure high resiliency and availability. Managed and monitored from our central Global Service Management Centre, our data centers have been awarded certifications for high quality and efficient operations. In addition, our service delivery and management processes adhere to global industry standards.
- **Scalable** - Formula One Management (FOM) benefits from a platform that is built to meet its unique requirements, only paying for what it uses, but with the ability to grow services and infrastructure as its needs evolve. With a six level scalable platform that is designed and managed by our team of experienced, technical experts, FOM gets an end-to-end IT solution that precisely meets their IT requirements and achieves their business goals.
- **Security** - With millions of fans accessing the website, it is critical that the security of Formula1.com needs to be up to global standards. We have deployed layers of security to protect Formula1.com against hacking and DDoS attack to ensure the integrity of their website and valuable data assets.
- **Proactive monitoring** - FOM's complex IT infrastructure requires dedicated monitoring to manage and maintain its servers. We do this in one of our state-of-the-art data centres that has best-in-class 99.95% uptime and availability through proactive, 24x7x365 management. This has delivered huge benefits in terms of saving time, money and resources, while also ensuring FOM consistently benefit from the high availability and performance.
- **Enhanced solutions** - Tata Communications' service platform can handle a variety of technologies, instead of having separate service providers for hosting, storage, content delivery and so on - it all works together from a single solution platform. Formula One Management needed a robust solution that can also offer added features like a global CDN service and we equip them with a customised solution that allows FOM to deliver audio visual race content to the sports' tens of millions of fans seamlessly across the globe.

## 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



IF WE CAN DO THIS  
FOR FORMULA 1<sup>®</sup>,  
WE CAN DO IT FOR  
ANYONE, IN ANY INDUSTRY.

## ABOUT TATA COMMUNICATIONS' MANAGED HOSTING SOLUTION

Enterprise customers today require highly secure, scalable and reliable computing resources to run their business applications. Tata Communications delivers these capabilities to its customers through a combination of infrastructure, technology and expertise from its globally diverse data centres. Each one connected by wholly owned network fabric- ensuring speed, quality and control for customers. The hosting and cloud solutions offer customer an integrated approach to managing application workloads, with consistency across hardware, software, connectivity, operations and reporting tools.

Tata Communications' hosting and cloud capabilities integrate directly and seamlessly into its global network to offer maximum traffic capacity into and out of its facilities. The global data centres and infrastructure are centrally managed to provide consistent service experience, allowing customers to scale seamlessly as their needs develop.

Find out how you could tap into Tata Communications' global expertise and innovative thinking to drive your business, by contacting: [formula1@tatacommunications.com](mailto: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](http://www.tatacommunications.com/formula1) to find out more about our services.