

# BT and Williams Martini Racing: on track for success.



## Two global companies and two great British brands, BT and Williams Martini Racing are a perfect match.

Just like BT, Williams have a long track record of valuing innovation and using technology to drive their business forward. BT unveiled its technology partnership with Williams Martini Racing in March 2015, and the team are now using BT technology to help improve car performance.

### Rising to the challenge.

Williams is one of the most successful Formula One teams in the world, having won 16 FIA World Championships titles. They are recognised as one of the most enduring and successful organisations in sport and have been synonymous with top-level motorsport since the 1970s.

After a difficult year in 2013, Williams set out an ambitious turnaround strategy to reinvigorate the Formula One team, making a significant investment in people, facilities, and technology to provide a solid foundation for the future. BT was the perfect choice as a new technology partner to improve their IT and communications.

“ If you want to win in Formula One, you have to partner with the best. To have a partnership with a brand like BT – the leader in its field – has enabled us to work harder, and smarter.

**Claire Williams,**  
Deputy Team Principal & Commercial  
Director, Williams Martini Racing

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## Case study – Williams Martini Racing.

### Test-driving the partnership.

Graeme Hackland joined Williams in 2014. As IT director, he is tasked with developing partnerships to advance the company's IT and technology capabilities.

The 2014 Singapore Grand Prix was the perfect opportunity to test the partnership in action. BT's technology provided Williams Martini Racing with a faster network connection from the track back to Grove, the team's headquarters. This made a tangible difference by enabling real time video analysis of pit stop practice, and improved strategic capability to make quicker decisions leading to improved car performance.

“ Before we started working with BT, video analysis used to be scheduled, often overnight – now it can be undertaken in real time. Combined with a new hardware infrastructure, the computation of some performance data has improved 200 times.

**Graeme Hackland,**  
IT Director, Williams Martini Racing

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### Accelerating team communications.

Following the success of the pilot, BT technology is connecting the trackside team at races all around the world with the race operations centre at Grove. Since the Spanish Grand Prix in May 2015, BT's high-performance network service has been carrying up to 80 GB of data per race at speeds of 100Mbps. This provides the engineers back at Grove with instant access to real-time data analysis on every aspect of car performance.

The network enables higher-speed remote access to information sources and improves the performance and reliability of demanding computing processes, including applications relying on video, telemetry and voice. Williams Martini Racing can now interrogate remote systems and export the required information at the racetrack, all in a matter of minutes.

“ Formula One is all about reacting quickly to ever-changing circumstances. With more than 650 people in the team, we can't have them all at the circuit, so we need fast data-transfer between the UK team and the track-side team, wherever they may be.

**Pat Symonds,**  
Chief Technical Officer,  
Williams Martini Racing

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“ The difference between the past and now is that when I get out of the car for a debrief with the team, I have all of the data there straight away to analyse.

**Felipe Massa,**  
Race Driver, Williams Martini Racing

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## Case study – Williams Martini Racing.



Watch the full video case study at [bt.com/williams](http://bt.com/williams)

### Moving further up the grid.

Williams Martini Racing is now in the top three in the FIA Constructors' Championship with ambitions to keep progressing. Their world-class technical and engineering staff – and the drivers themselves – have the very best technology BT can offer, allowing them to communicate seamlessly from anywhere in the world.

Looking to the future, Williams' fixed and mobile voice needs will be brought into a single service – BT One Phone – hosted in the cloud, and delivered on a wide range of devices.

Williams Martini Racing work with passion and expertise and every time one of their race drivers stands on the podium, BT technology has played a part in helping them get there.

“ From the Barcelona race in 2015... if you look at the results since then you'll see that we are improving, BT are contributing to that.

**Graeme Hackland,**  
IT Director, Williams Martini Racing

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“ It's about the noise. It's about the speed. Formula One cars are the most incredible, innovative pieces of engineering. It's phenomenal what people can achieve – and that's not just the drivers; it's everyone involved. It's really exciting to see where our partnership with BT is going to go.

**Claire Williams,**  
Deputy Team Principal & Commercial Director, Williams Martini Racing

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#### Offices Worldwide

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