



## AT&T AND WILLIAMS F1

# AT&T Williams – More Than Just a Name

Formula One is the most technologically advanced motor sport in the world and from 2007 onwards AT&T Williams is able to tap in to the AT&T global network and the company's in-house expertise, technology and know-how as a worldwide resource at the team's disposal.

AT&T's involvement with the AT&T Williams team is much more than just a commercial arrangement or a simple opportunity for global branding in one of the world's most popular sports.

The relationship between the two named parties aims to bring real value to both organisations and to enhance their respective competitive positions.

For AT&T working closely with the AT&T Williams team creates an opportunity to showcase the company's networking technology around the world in one of the most demanding, time sensitive, high profile and unique environments that there is.



For the AT&T Williams team the benefits of the relationship are more than just a multiyear, multimillion dollar commitment from a title sponsor. AT&T technology is being deployed to directly improve performance and resources available to the team in the increasingly demanding world of motor sport where pushing the boundaries of technology is key to success.

A significant attraction for AT&T is the global appeal of the sport. The 17 Grands Prix in 2007 are spread around the world on four continents which closely maps against AT&T's global footprint. The sport goes to both well established AT&T markets in Europe and North America, plus high growth and emerging markets such as China and Brazil, where AT&T is seeing increasing customer demand.

It allows AT&T customers the opportunity to get 'up close and personal' to see how the latest communications technology can add real value to the Formula One team in an entertaining, exciting and dynamic environment.



**Team benefits from day one**

For the team the relationship is already bringing benefits in a number of areas. As Alex Burns, Williams' COO explains the benefits of working with AT&T have become apparent from day one. "Like most Formula One teams before AT&T became involved with the team we had to take a piecemeal approach to our networking resources."

"Our primary mission is to build and operate race cars and win races – not run a network - but having a reliable and robust IT infrastructure is a basic requirement. In the past we would assemble the resources we needed from a number of suppliers and integrate the different elements together in-house to meet our unique requirements."

"It worked but we found it complex to manage, expensive and determining the optimum solution was very resource draining."

"Today working with AT&T, the situation has changed radically. Their experts have been able to come in, assess what we have, listen to our requirements and design an integrated solution that they can manage, deliver and run for us. Now all I need to do is say 'This is what we need'; AT&T figures out how this can be best done and delivers to the team a fully packaged solution."

A good example of the benefits of this approach can be seen in the vital area of track-side connectivity. Getting data back to the AT&T Williams UK HQ at Grove in Oxfordshire is a vital task.

The multifarious engineering data generated during practice sessions, qualifying and the race over each Grand Prix weekend, as well as from test sessions, is vital for the team's data analysts, aerodynamicists and designers back at the factory. With less than 20% of team staff physically present at Grands Prix, a significant amount of analytical work is conducted away from the track and back at HQ. Fast, secure and robust data transfer is thus mission critical in a sport which lives and dies by intelligence derived from every operating parameter of race car operation being measured, logged and ultimately analysed.

"Before AT&T became involved with the team we needed to arrange our own connectivity at every race venue. It was expensive to get the required connectivity for temporary periods and we were exposed to fluctuating standards of service and support in the 20 or so different locations from Melbourne to Montreal where we set up racing or testing operations", explained Burns.

Now AT&T is working to implement dedicated connectivity permanently installed at most Grand Prix venues and the major test tracks year round.

**AT&T network 'plug and play'**

As Martin Silman, AT&T Global Director responsible for Portfolio Management explains, the plan is that most race tracks will be hard wired in to the AT&T global network and can become a seamless extension of the team's Virtual Private Network (VPN) provided by AT&T. "One of our compelling, competitive advantages is our global reach and we are making sure that we can link most venues that host Formula One Grands Prix with a permanent connection to AT&T, even those hard to make connections. This improves our ability to provide resilient connectivity with a robust solution. For the team it means when they arrive on site for

a race the network element will be 'plug and play' rather than waiting for a potentially complex and time consuming hook-up to an expensive temporary connection."

It also means that AT&T Williams will benefit from a dedicated secure link. "For most venues the bandwidth provided locally is shared with other teams and on-site users", explains Silman. "This means at busy times the network performance can be impacted as multiple users try to share a limited pool of bandwidth and potentially opens up security concerns. AT&T Williams will have its own dedicated circuit from AT&T for connectivity back to Oxford in the UK and other key locations – such as engine partner Toyota. We will also have our own dedicated technical support at every race – so any issues that need addressing are taken care of immediately."

AT&T Williams has already seen immediate benefits. During a recent pre-season test session in Jerez there was a five fold improvement in network performance on the previous solutions.

Historically transferring 100MB files between Jerez in southern Spain and Oxford in the UK averaged 40-50 minutes. Since the deployment of the AT&T global network 100MB file transfers have averaged 8.5 minutes.

This improvement was not simply because of increased bandwidth. Previously the team transferred data on a shared network and had to contend with other customers using a common wide area network provided on a first come first served basis.

"For AT&T Williams such improved performance is crucial" commented Chris Taylor, Williams' IT Manager. "During test sessions and especially during race weekends we are working on incredibly tight time scales. Getting data back in fewer than 10 minutes rather than closer to an hour gives us a significantly improved window to analyse data and to return input to the team on the ground for the car set-up, configuration and so forth. Over a 3 or 4 day race period we could gain six or seven hours time which can be ploughed back into the car's development which, in Formula One terms, is a huge advantage."

"As for all aspects of motor sport, reliability and security is also a key factor. With AT&T we have a very robust, secure and resilient solution. The last thing you want 30 minutes before a race starts is a network failure."



AT&T's network connection to track-side also means the team can benefit from the latest Voice over IP (VoIP) technology, allowing voice telephone calls to travel over the same network as the data files. This means the cost of separate voice lines can be avoided saving costs and complexity. "We also benefit by being connected to the teams central PBX at our HQ" explains Taylor. "Our telephone extensions from the factory can literally 'follow' us anywhere in the world, meaning that the numerous calls between the pit lane, team motor home and garage back to Oxford are simply internal calls on our own network, avoiding expensive foreign call charges. As you can imagine, with around 10 extensions being used at each venue there is a high volume of calls back and forth to the UK over a race weekend. Using the VoIP service can mean a considerable cost saving. We simply log on to our own individual extension and have all the benefits of access to our desktop phone such as voice mail, internal directory and calling features such as three way calling and call divert."

### Benefits for whole team

AT&T's support also extends to a comprehensive suite of services impacting almost every department of the Formula One team. From on-site connectivity at Oxford (including WiFi services at the teams on-site conference centre and factory), to AT&T's advanced security services (including AT&T's award winning Internet Protect® service), to the very important hosting expertise for AT&T Williams web presence, AT&T is involved in the entire operation.

For all teams in Formula One the huge global popularity of the sport means the team web sites are a vital means of connecting with fans. For a single event, such as the pre-season launch of a Formula One car, around 100,000 users



have been known to be on-line simultaneously and during the season there can be immense demand from web users around the world with about 120,000 hits per month therefore placing tremendous strain on the web site. AT&T is providing its advanced web hosting services to the team's new web site ([www.attwilliams.com](http://www.attwilliams.com)) enabling increasing amounts of video casting, web casts and rich media content with flexible access to increased bandwidth as and when needed.

Typically AT&T Williams will have around 70 staff traveling to a European Grand Prix and AT&T will support individual team members with AT&T's mobility services. "AT&T will provide our traveling team members with Remote Access Services" says Taylor. "This is an invaluable personal productivity tool and will help provide significant cost savings. A team member will be able to connect to our corporate network from just about anywhere in the world from a broadband or WiFi connection and access central resources, email and business critical applications.

"What is important is that we can now access over 30,000 local access points at the price of a local phone call or often through a local toll-free 'freephone' number in over 150 countries meaning we are not racking up huge phone bills to dial back to the UK. In the past we've had hotel phone bills that are more than the cost of the accommodation!"

The team also benefits from having a dedicated single point of contact for service and technical issues. Rather than having to deal with multiple AT&T entities around the world for the delivery of service at each race or test track, a central AT&T team and project management function manages the team's requirements for simplicity, speed and consistency. The team can focus on its core business – racing – safe in the knowledge that the full resources and support of AT&T on a global basis is deployed behind the team.

AT&T's technology is being deployed to become part of the fabric of the team. "Our objective is simple" says Silman. "Formula One is a network-centric and network-intensive sport. We want AT&T Williams to have the best network resource available and to make sure that the team has the most resilient, secure, scalable and robust infrastructure there is. I believe if we get this right we can make a significant contribution to the team's overall performance."

**For more information contact your AT&T Representative or visit [www.attwilliams.com](http://www.attwilliams.com)**

