

WHEN MILLI- SECONDS MATTER

AT&T and Aston Martin Red Bull Racing's relationship brings together two of the most technologically driven brands in the world.

It's therefore hardly surprising that this collaboration has been so successful given both companies share the common values of speed, precision and innovation.

ASTON MARTIN

Red Bull 

RACING

In the cutting edge competition of Formula One, Aston Martin Red Bull Racing has dominated.

A major factor behind the team's success has been the AT&T platform that supports the team with their need for ever-increasing speed and accuracy of telemetry, analysis and communication.



AT&T
TRACKSIDE
TELEMETRY

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TRACKSIDE
TELEMETRY

A TRANSFORMATIONAL RELATIONSHIP



AT&T's support has transformed the way team members communicate with one another. Helping race and factory teams work better together, around the world, 24/7.

Only

60

of the 800 strong race team are trackside during a GP weekend. The rest are in Race HQ in Milton Keynes.

100

Sensors fitted to the car

By feeding information back to Race HQ, AT&T is able to empower the engineers and technicians to work in lock step with Team Principal Christian Horner every step of the way.

VIRTUALLY REAL TIME

The speed in which data is transferred over a highly secure AT&T network connection from the circuit to the factory helps provide the drivers and team the competitive edge they need.

When it comes to communication, data transfer and security, AT&T is Aston Martin Red Bull Racing's rapid response unit.

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We value AT&T's contribution to the team very highly and consider the products and services they provide as

MISSION-CRITICAL TO OUR OPERATION AT THE RACE TRACK

The more data we can gather, the more comprehensive our analysis can be, and ultimately the more accurate decisions are in the development of the cars and during the race.

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Christian Horner, Team Principal
Aston Martin Red Bull Racing



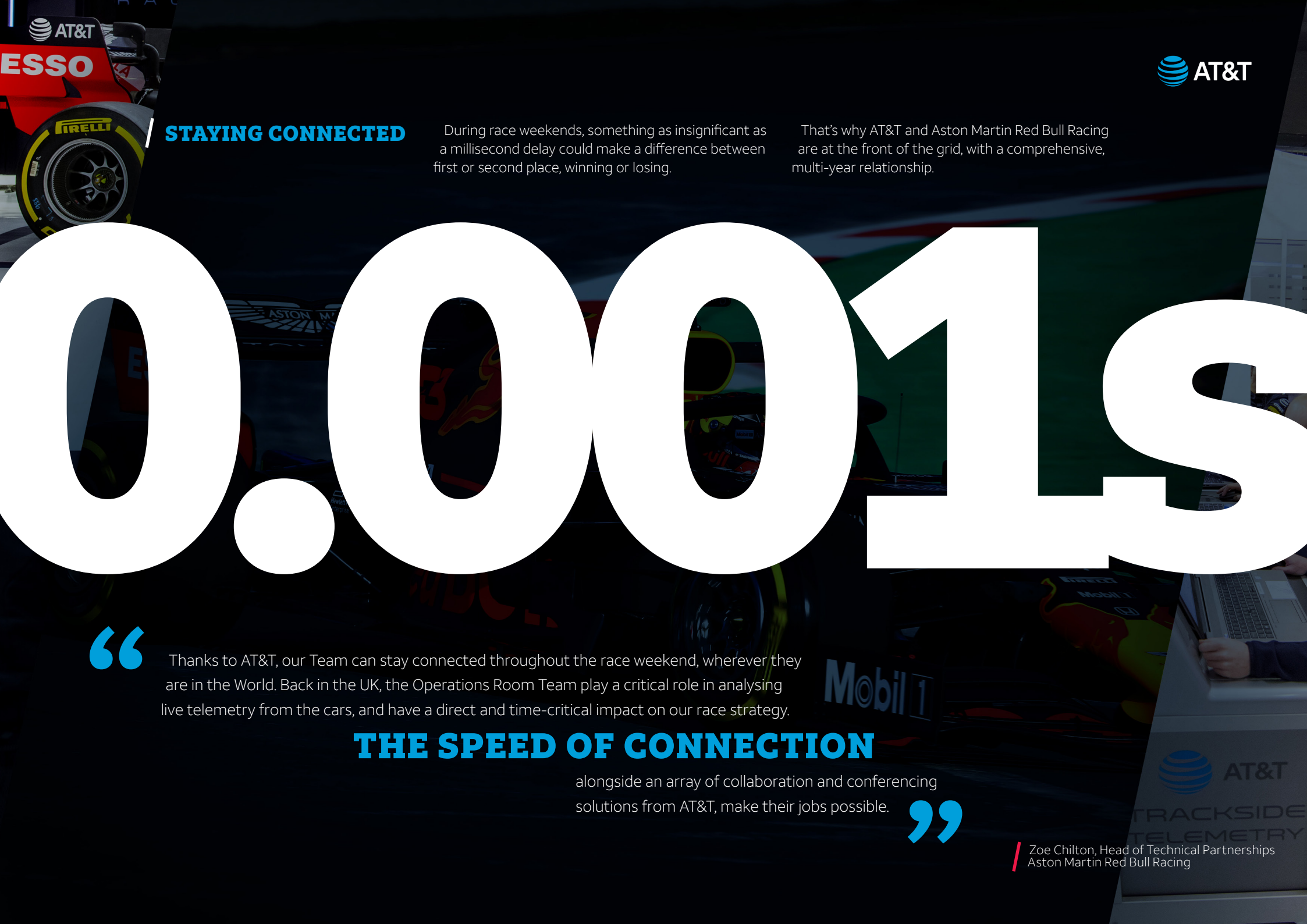
A WINNING RELATIONSHIP

“ For Aston Martin Red Bull Racing to win Formula One races it has to be at the top end of the curve in innovation and it has to do everything in an incredibly fast manner, where one thousandth of a second really matters.

The same applies to our global, multinational customers. Our ability to innovate, to transform their businesses, helps give them a competitive edge in their industry, so that they can take better care of their customers and grow market share. So we share a lot of characteristics.

**I'M PROUD TO SAY THAT
WE ARE A BIG PART OF
ASTON MARTIN RED
BULL RACING'S TEAM.** ”

Frank Jules
President of Global Business, AT&T



STAYING CONNECTED

During race weekends, something as insignificant as a millisecond delay could make a difference between first or second place, winning or losing.

That's why AT&T and Aston Martin Red Bull Racing are at the front of the grid, with a comprehensive, multi-year relationship.

0.001s

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Thanks to AT&T, our Team can stay connected throughout the race weekend, wherever they are in the World. Back in the UK, the Operations Room Team play a critical role in analysing live telemetry from the cars, and have a direct and time-critical impact on our race strategy.

THE SPEED OF CONNECTION

alongside an array of collaboration and conferencing solutions from AT&T, make their jobs possible.

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Zoe Chilton, Head of Technical Partnerships
Aston Martin Red Bull Racing

THE CORE SERVICES



01

THE GLOBAL NETWORK

0.3s

Latency between the AT&T Operations Room in the UK and Melbourne, the furthest race away from HQ.

Wherever the race is, the AT&T advanced network (AT&T VPN) provides Aston Martin Red Bull Racing with virtually real-time data and connects the team to its headquarters in Milton Keynes, its power unit supplier in Japan and its wind tunnel in Bedford.

This all happens in near real-time (e.g. 300 milli-seconds between Australian Grand Prix and HQ) and the race team transfers up to 400 GB of data across the network every race weekend.

02

ENHANCED DATA SECURITY SERVICES



Data security is one of the most important requirements for any business. AT&T provides Aston Martin Red Bull Racing with enhanced security services to help keep the team's information and assets safe.

They also help the team effectively mitigate threats by increasing reaction and response times, rapidly deflecting unwanted activity in its network.

03

CONFERENCING & COLLABORATION



For greater collaboration between the race team and factory, AT&T provides Aston Martin Red Bull Racing with collaboration and conferencing solutions featuring: instant messaging, IP-based phone services and video conferencing.

This helps the team collaborate on all aspects of development, manufacturing, testing, operating and driving a Formula One car no matter where they are in the world.

04

MOBILE DEVICES



Aston Martin Red Bull Racing's mobile devices are managed with an AT&T EMM solution. This evolving technology helps the team to innovate in new ways, like enabling race engineers to exchange highly secure, crucial race data information, directly with the factory using just their smartphones or tablets.

EMM also allows the team to easily monitor and block potentially harmful websites and applications as well as remotely wipe important data from lost devices preventing it from ending up in the wrong hands.

AT&T's relationship with Aston Martin Red Bull Racing delivers four mission critical services to the team, helping engineers and critical team members collaborate quickly, effectively, and in a highly secure manner, 24/7 across the globe.



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In Formula One speed is important. Not just on the track, but in business operations. We have over 700 employees, specialists in many areas, updating and improving the car. All that needs to come together and operate and act as a team on race weekend.

**WHAT AT&T HAS DONE IS GIVE US
A PLATFORM OF PRODUCTS WHICH
HELPS US COMMUNICATE AND
WORK TOGETHER AS A TEAM.**

”

/ Matt Cadieux, CIO
Aston Martin Red Bull Racing

