

THE MERCEDES AMG PETRONAS FORMULA ONE™ TEAM KEEPS COMMUNICATIONS SECURE FROM OFFICE TO TRACK WITH BLACKBERRY

Industry

- Sports and Entertainment

Region

- Global

Solution

- BlackBerry® Enterprise Service 10 (BES10)
- Secure Work Space for iOS and Android™

If there's one sport synonymous with velocity, it's Formula One™.

The highest class of single-seater auto racing, Formula One teams are themselves complex machines with many moving parts; all working toward one goal: making it to the finish line first.

Since 2010, the MERCEDES AMG PETRONAS Formula One™ Team has been making great strides, and in the first half of the 2014 season the team has dominated the sport, taking numerous race wins with their driver pairing of Nico Rosberg and 2008 World Champion Lewis Hamilton.

All of that work requires a high level of coordination and top-flight security – paramount for a business that is always on the go.

Security is as important as the Performance of the Car

For the MERCEDES AMG PETRONAS Formula One Team, confidentiality is the difference between winning and losing.

“For us as a business, security is as important as the performance of the car, because otherwise we give away that performance to other people,” says Matt Harris, IT Director for MERCEDES AMG PETRONAS.

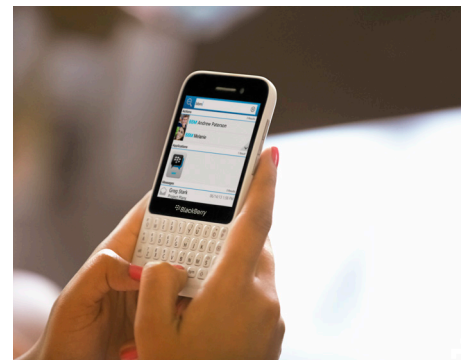
Paddy Lowe, the team's Executive Director (Technical), agrees. “Formula One today is a very big operation,” he says. “One of the strengths of MERCEDES AMG PETRONAS is our unity with our engine supplier, Mercedes AMG High Performance Powertrains in Brixworth, England. We have to communicate not only between the factories, but also with the teams at the races. Security is a very critical issue.”

The team uses BlackBerry Enterprise Service 10 (BES10) encrypted solutions to deliver unmatched mobile security across its operations, as it races at 19 locations globally during the course of a season.

With tens of thousands of BES10 servers installed globally, BlackBerry is up to the challenge. It is capable of moving speedily to keep up with customer needs, pairing that agility with security and a sense of trust that's hard to come by. And for MERCEDES AMG PETRONAS, it's mission critical.

The Circle of Trust; From Office to Track

“Paddy Lowe and I work together very closely,” says Andy Cowell, Managing Director of Mercedes AMG High Performance Powertrains. “It's important that the engineers here in Brixworth and the engineers in Brackley, and wherever we are racing or testing the car, can gather information quickly and send it securely, without any anxiety that it might be lost. You need to trust all the people, trust all the systems and that's where working with BlackBerry helps tremendously.”



“BlackBerry is a critical part of our daily business. It provides that instant access to the data, the last message you read before your plane takes off then turning the phone on when the plane lands and immediately picking up the BBM messages and some photos that have come through from the circuit, looking inside the engine all of that is critical to understand how we are doing how we are performing and that's where BlackBerry give us a real edge.”

Andy Cowell
Managing Director
Mercedes AMG High Performance Powertrains

Keeping communications secure from office to track is critical for Lowe, and BES10 offers the ultimate security for business content, both on device and in transit. “In my job, I’m going to a race typically every two weeks, so it’s absolutely vital to have something that I can rely on and to know whatever I send through it or receive is being handled securely,” Lowe says.

Cowell agrees: “BlackBerry is a critical part of our daily business,” he says. “It provides that instant access to the data, the last message you read before your plane takes off then turning the phone on when the plane lands and immediately picking up the BBM messages and some photos that have come through from the circuit, looking inside the engine, all of that is critical to understand how we are doing, how we are performing and that’s where BlackBerry gives us a real edge.”

BES 10 Maintains Perfect Balance Between the Enterprise and the User

Just as the team balances the tires on their F1 cars, BES10 also has the ability to perfectly balance enterprise and user needs, which is important for such a cornerstone in the team’s communication infrastructure.

“BES10 allows us to know what’s going on with the data – we know that it’s secure, whether I am sharing with a member of the marketing team, an engineer or a designer,” says Harris. “It enables people to carry on working where they are. One of the main features that we really like is the ability to secure your personal and work information.”

BES10 has a host of powerful features, from comprehensive multi-OS device, security and app management through a single management console to a great selection of enterprise apps designed to be securely deployed with BlackBerry 10 as well as Secure Work Space for iOS and Android.

IT managers can deploy and manage applications with ease across all managed devices while staying compliant with comprehensive device and app monitoring and reporting.

In for the Long Haul

“As I look around the business I can see everyone around me using BlackBerry devices,” says Lowe. “That’s another step towards seamless integration between the office and the track.”

That seamless integration into the complete solution of BES is a relief for Harris. “Last year we migrated over to BES10,” he says. “We used BlackBerry beforehand, but we also had other devices. We weren’t ever as confident in the security of those other devices.”

He continues: “Looking ahead to BES12; hopefully we are going to be improving that again,” says Harris. Considering the functionality, feature set, and security – there are lots and lots of features in there that we are interested in.”

Key Benefits

- Comprehensive multi-OS device, security and app management through a single management console
- Separate users’ work and personal content for data leak prevention (DLP) without any impact on their user experience and privacy on their chosen devices
- Deploy and manage applications with ease across all managed device

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