

HONDA RACING F1

STL POWERING UP THE GRID



STL has provided support for the teams worldwide communications



Avaya Communications  
Manager (ACM) 9640 Handset



Honda Racing F1, the leading F1 race team, relies heavily on its IT and communications infrastructure to deliver leading edge performance, ensuring that Honda Racing F1 retains a competitive edge in the fast moving environment of Formula One racing. Having completed this season, the team has experienced growth in all of its activities and is now in a position to further enhance their credentials within Formula One and become the sports leading team.

With a requirement to support the team's race and test functions around the globe

from the Operations Centre in Brackley, with 17 Formula One races in 2008 and testing sessions throughout the year, Honda Racing F1 was looking for a solution which offered the latest technologies, flexibility and resilience. And with reliable IT and communications being vital to the ongoing success of the team, Honda Racing F1 was keen to work with a supplier who understood their unique requirements and was able to be flexible to the ever changing demands of Formula One.

**Solution**

STL has worked with Honda Racing since 1998 and when looking to replace its IT and communications systems chose STL as the team's ongoing supplier of voice & data communications. With a good understanding of the team's requirements and a track record of delivering solutions which have helped Honda Racing succeed, STL assessed the teams current and future needs and specified a solution from Avaya, the leading global provider of business communications software, systems and services.

The specified solution is a converged communication network, which will migrate the team to IP telephony and has been installed at the Operations Centre and will also be used by the test and race teams, improving mobile communications. In addition to supporting the team remotely, the installation of IP telephony

enables the five buildings at the team's 86,000 sqm headquarters, to be viewed as a single, multiple-site operation, with centralised administration. This set-up increases the efficiency and speed of employee communication, delivers significant time savings, whilst also reducing the team's communication costs, by up to 30%.

To support the team at tests and races, the Avaya system is required to meet the mobile working needs of up to 100 travelling team members, who are now able to utilise broadband IP telephony with an Avaya softphone. This functionality greatly reduces the waiting time and costs involved in setting up multiple phone lines at each circuit and improves accessibility of key personnel.

The team will also be installing messaging software for its drivers and key management to improve communication whilst the team is at test sessions and races. As part of the communications network, Honda Racing F1 will also adopt speech access voice dialling software to speed up internal and inter-site communication. These facilities will enable the test and race teams to dial one number and speak an employee's name, allowing instant transfer to that person whilst on the move. This will be further enhanced, with the team looking to test applications such as wireless IP telephony, one number dialling and home working to increase the mobility and working capabilities of its employees.



