



How Crestron Helps Put the Mercedes-AMG Petronas Formula One Team at the Top of the Podium

The Mercedes-AMG Petronas Formula One Team™ is a group of passionate and determined people who work to design, develop, manufacture, and race the cars driven by seven-time World Champion Lewis Hamilton and up-and-coming star George Russell. The Mercedes-AMG Petronas Formula One Team Operations Center is a state-of-the-art technology center spanning 60,000 square meters and has been home to the team for more than 10 years. The cutting-edge facility requires the right technology for frictionless connections between employees while creating an immersive experience for guests.

"AS AN F1 TEAM, PEOPLE THINK THAT WE WOULD JUST BE LOOKING FOR PERFORMANCE, BUT WE CHASE RELIABILITY IN EQUAL MEASURE. CRESTRON WAS A NATURAL CHOICE FOR US BECAUSE WE ALREADY KNOW IT AND IT HAS ALWAYS PROVED VERY RELIABLE AND ROBUST FOR US."

Steve Riley
*Head of IT Operations
and Service Management,
Mercedes-AMG Petronas*



ACHIEVING PEAK PERFORMANCE

As a high-performing team that embraces demanding scenarios to help train for competition, the IT team was looking for a technology partner that would meet their standards of excellence and deliver the best experience possible. The Mercedes-AMG Petronas team is often spread out across the world for races, driving the need to facilitate seamless and natural collaboration, regardless of location.

Steve Riley, Head of IT Operations and Service Management, and David Cadywould, Head of Core Technology at Mercedes-AMG Petronas are responsible for driving the technology experience and enabling the team to operate at peak performance. Riley and Cadywould turned to the Crestron Flex Digital Workplace Platform and Crestron DM NVX® AV-over-IP technology to keep everything at the Operations Center running smoothly on race day, and throughout the rest of the year.

"CRESTRON TECHNOLOGY IS CENTRAL TO EACH OF OUR MEETING SPACES AND OUR COLLABORATION SPACES, LIKE THE SILVER ARROWS LOUNGE WHERE WE'RE SITTING TODAY AND ALSO OUR DEBRIEF ROOM WHERE WE HOST THE POST-RACE DEBRIEFS EVERY WEEK."

Steve Riley
*Head of IT Operations
and Service Management,
Mercedes-AMG Petronas*





COLLABORATION HELPS DRIVE VICTORIES

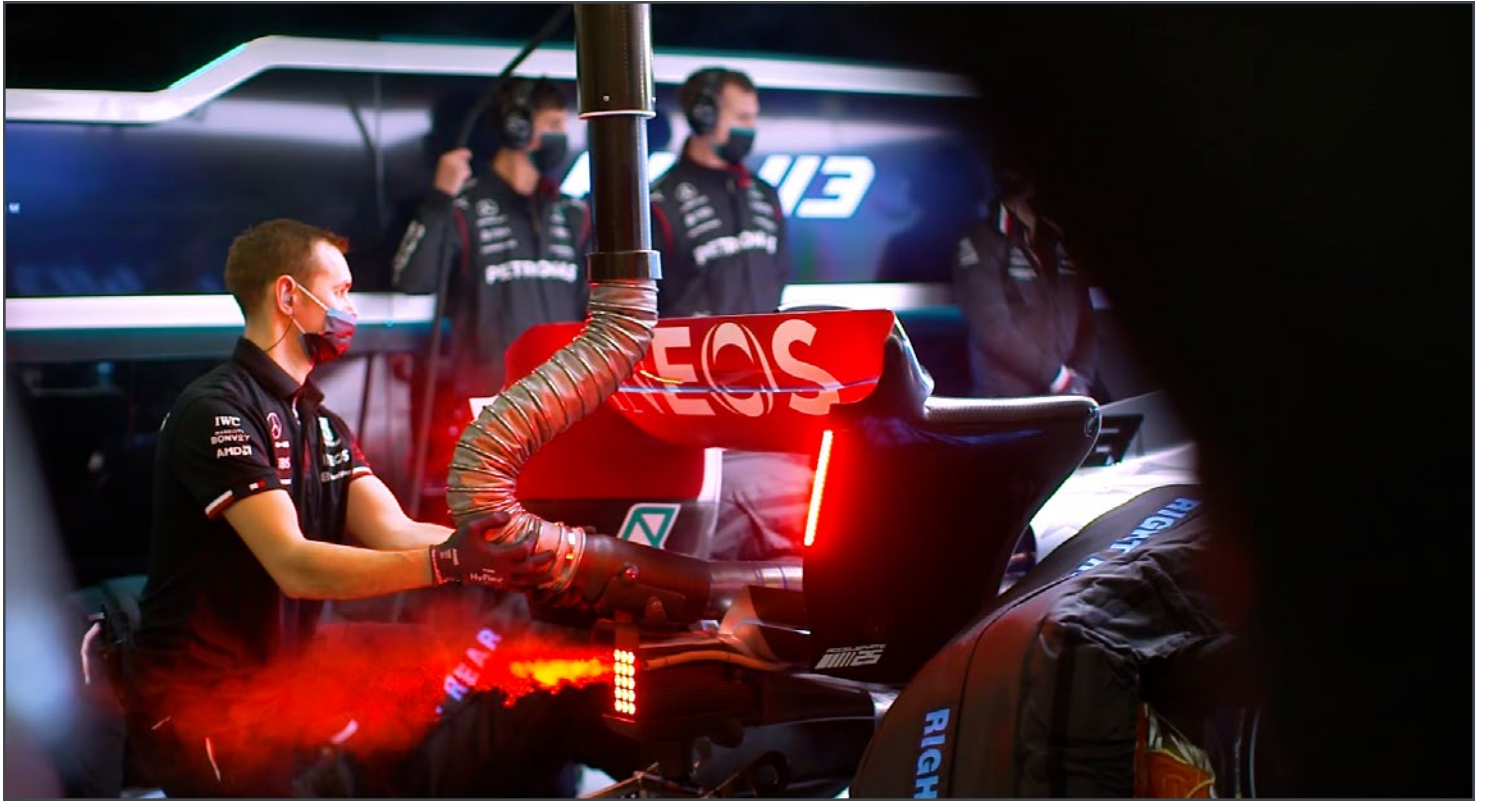
With individuals dispersed among various locations and on the road between races, having the proper collaboration technology is key to bringing the team together for success on race day. Video collaboration is a vital component of today's hybrid world and Crestron Flex facilitates seamless collaboration amongst the team, wherever they may be.

"Over the last couple of years, we've learned to work in a more agile and hybrid way," explains Riley. "Now we have people joining calls and meetings from many locations: the meeting room itself, somewhere else in the factory, or from anywhere in the world, like a paddock or a hotel. Crestron Flex has enabled us to do that seamlessly."

When employees walk into a meeting space at Brackley, they know exactly what to expect. The Crestron Flex for Microsoft Teams® experience is consistent and familiar, which has been paramount given the flexibility and collaboration demands that happen with today's meetings. Crestron Flex meets the speed and performance that are integral to the team's business and connects employees in an effective way.

"OUR WHOLE TEAM IS ALL ABOUT COLLABORATION AND BRINGING PEOPLE TOGETHER TO WORK TOGETHER IN UNISON, PROVIDING BEST POSSIBLE RESULTS. CRESTRON ALLOWS US TO HAVE THAT NATURAL CONNECTION NO MATTER WHERE PEOPLE ARE."

David Cadywould
*Head of Core Technology,
Mercedes-AMG Petronas*



REAL-TIME DATA THAT MEETS THE NEED FOR SPEED

When data and speed are critical, having reliable solutions in place becomes the game-changer. Crestron DM NVX® AV-over-IP technology is used to transmit key data and race day coverage throughout the facility to create a full experience for guests watching from the facility. On race day, guests at the Operations Center are part of the action in the Silver Arrow's Lounge where they can watch the competition and see real-time data as it gets reported back to the facility. "We use Crestron DM NVX here to effectively connect our audiovisual systems to our network, turning the data that's coming from the car into something that can be easily consumed," noted Riley. "This improves the experience and provides an extra level of context around what's happening."

Formula One racing requires a higher level of performance and reliability to truly be successful. Crestron has been a perfect match for the Mercedes-AMG Petronas team with solutions that create seamless operations and deliver steadfast efficiency that consistently help the Operations Center function at the same caliber they strive for in each race.

Featured Products

Crestron Flex Digital Workplace Platform
Crestron DM NVX® AV-over-IP Technology