



POWERING CRITICAL COMMUNICATIONS TO WIN TOGETHER

CUSTOMER'S NAME

Oracle Red Bull Racing
redbullracing.com

CUSTOMER'S LOCATION

Milton Keynes, England

CUSTOMER'S INDUSTRY

Motor Racing

CUSTOMER'S CHALLENGE

Oracle Red Bull Racing team members require clear and immediate communications, regardless of where they're working in the world. Team members were struggling with multiple different devices that were wasting precious seconds that could've been better spent on the track action. As a result, the IT team were responding to an ever-increasing volume of service tickets.

POLY SOLUTIONS

- [Poly Studio X30 and X50 video bars](#)
- [Voyager 4320 headsets](#)
- [Voyager Focus 2 headsets](#)
- [CCX 500 phones](#)
- [Poly Sync 20 speakerphones](#)

WINNING THE RACE OFF THE TRACK

Oracle Red Bull Racing is a multi-championship winning Formula 1® team based in Milton Keynes, England. Every year, over one thousand team members work tirelessly to ensure the two cars finish every F1® Grand Prix in the highest position possible. Winning races requires driving fast, thinking smart, and working with the best technology.

For Oracle Red Bull Racing's CIO, Matt Cadieux, one of the biggest challenges is enabling clear and immediate information exchange for all team members, regardless of their physical whereabouts. "We currently travel to 22 races in 22 locations and will soon travel to more. Our team receive calls any time of the day due to different time zones, so it is crucial that we have reliable and easy to use hardware solutions."

When Poly first met with Oracle Red Bull Racing, team members were sometimes struggling with multiple different communications devices and wasting precious seconds that could've been better spent on the track action. Matt Cadieux told us: "True collaboration was difficult when each meeting room had a different set-up." As such, the IT team were responding to an ever-increasing volume of service tickets to assist with voice calls and troubleshooting. "It felt like our hardware was a hinderance rather than a platform to excel."

TECH FOR EVERY PERSONA

Poly engineers worked with Nimesh Kotecha, Head of Client Service Delivery, and the rest of the Oracle Red Bull Racing team to identify the different [workstyles](#) of their team members. "Since integrating Poly devices, we have complete hardware compatibility and the whole environment is more efficient. The products are so intuitive that anyone can go into a meeting room and set-up a meeting quickly, at any time of the day."

This renewed confidence in communication has meant that Oracle Red Bull Racing can send fewer people to the track and maneuver resources to other, race-critical areas of the business.





“Now that device integration is well underway, we look forward to working closely with Poly to evolve and innovate our communications and win championships together.”

- Oracle Red Bull Racing Team Principal and CEO, Christian Horner



Poly Voyager Focus 2

Oracle Red Bull Racing has integrated [Poly Studio X30 and X50 video bars](#) as well as [Voyager 4320 headsets](#) and [Voyager Focus 2 headsets](#), [CCX 500 phones](#) and [Poly Sync 20 speakerphones](#), with plans to deploy more solutions throughout the partnership for business support and design, in meeting rooms, as well as the new state of the art Oracle Red Bull Racing Powertrains facility.

Hear Red Bull Racing Team Principal and CEO, Christian Horner share the advantages of integrating Poly products into the racing program to achieve the best results..

[View video](#) ▶



BRINGING TEAM MEMBERS UP TO SPEED

The biggest concern for IT when deploying new hardware is negative employee reaction – especially in a high-pressure competitive environment with no room for error. Nimesh explained that “with such a big transformation, the IT team and I were anticipating some form of backlash and increase in service tickets, however the reaction we received was completely the opposite. We had positive feedback on the sound quality and comfort for the headsets, and employees now felt empowered to go to a meeting room and connect instantly with their colleagues and partners.”

Nimesh and his colleagues benchmarked several products ahead of the hardware transformation and Poly won the business because the systems were easier to use, had more features, provided more device types to meet any need, and are certified to work with multiple platforms such as Zoom. “It was crucial that any new devices were compatible with our UC ecosystem,” said Nimesh.

Beyond the initial onboarding, team members can customize their personal devices, stay up to date with the latest software and access helpful tips through the [Poly Lens App](#). This level of control via a simple, easy-to-use app, further reduces the daily demand on IT.

SMALL GAINS EQUAL BIG COMPETITIVE ADVANTAGES

In F1®, the difference between the fastest and slowest cars is as minute as 4%. Among the top five cars, those can be even smaller at 0.15%. So as the environment gets even more challenging, the reliance on communication is going to be more important than ever for a competitive edge. “Now that device integration is well underway, we look forward to working closely with Poly to evolve and innovate our communications and win championships together,” said Oracle Red Bull Racing Team Principal and CEO, Christian Horner.

If you want to use the same fantastic solutions that help Oracle Red Bull Racing reach the top of the grid, reach out to your Poly representative, or go to [Poly.com](#).

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For more information on Poly products visit [www.poly.com](#)