



McLaren: Succeeding in Every Way with SAP HANA®

From its Formula One racing cars to automobile production to leading-edge automotive technology, McLaren is all about data and speed to market – a perfect fit for the SAP HANA® platform. McLaren is using SAP HANA to help win races, design cars faster, deliver applications from the cloud, recruit the best talent, and more.

Executive overview

Company

McLaren

Headquarters

Woking, UK

Industries

Automotive, sports, and entertainment

Products and Services

Automobiles, technologies for improving the automotive and other industries, and a Formula One racing team

Employees

3,000

Web Site

www.mclaren.com

BUSINESS TRANSFORMATION

Objectives

- Simplify the business and keep up with its rapid rate of change
- Help win races through real-time data analysis
- Improve time to market in all aspects of the business

Resolution

- Established SAP HANA® as the platform for all business software
- Moved to a cloud application delivery model with the SAP HANA Enterprise Cloud service
- Employed SAP® SuccessFactors® solutions for recruiting

Benefits

- Used insights from analysis to help form winning strategies for racing
- Enjoyed fast, reliable application delivery while reducing the administrative burden
- Achieved a competitive edge

Read more ►

<1 second

To analyze race car sensor data, not 2–3 days

300,000

Races simulated per second

Every 20 minutes

McLaren designs, develops, and produces a new car component

“Fast time to market, speed, and simplicity are what we’re all about at McLaren, and SAP HANA only makes us better at all those things.”

Ron Dennis, Shareholder, McLaren



Executive overview

Company objectives

Resolution

Business transformation

Future plans

Pushing the boundaries of automotive technology with SAP

McLaren is a family of four highly interrelated companies that continually advance the state of automotive technology. Best known is McLaren Racing, whose Formula One cars have set many a record in automobile racing. McLaren Automotive designs, manufactures, and sells high-performance cars – at a rate far above its own expectations. At McLaren Applied Technologies, world-class experts in high-performance design and technology continually provide innovations to McLaren Racing, McLaren Automotive, and other partners. Finally, McLaren Marketing consistently breaks new ground in presenting Formula One and McLaren to the world.

McLaren's Formula One cars – for 20 years the original “connected vehicles” – deliver 200 GB of data from up to 500 sensors to the race team every weekend. That data is great for long-range planning, but McLaren also wanted to use it in the midst of a race to help win.

This was impossible, however, because there was no time to analyze the data.

McLaren and SAP enjoy a partnership that began two decades ago. But while its SAP® applications continued to keep pace with the times, McLaren's underlying hardware infrastructure increasingly posed challenges. “We were running on legacy hardware that was very limiting,” says Craig Charlton, CIO of McLaren. “It broke down frequently and kept our IT people too busy fighting fires to contribute to our growth the way they could.”

McLaren had other needs as well. Time to market is critical to everything the company does – from product planning to personnel recruiting to winning races – but everything took too long. It was time for a technology infusion.



Executive overview

Company objectives

Resolution

Business transformation

Future plans

Using SAP HANA® to power all aspects of the business

To address its challenges, McLaren turned once again to its trusted partner SAP and found a series of excellent solutions based on the SAP HANA® platform.

McLaren is decommissioning its legacy on-premise hardware and is moving to the SAP HANA Enterprise Cloud service to provide the functionalities of SAP Business Suite software to virtually all users in the company. "SAP HANA Enterprise Cloud doesn't break down the way our old host hardware always seemed to," says Charlton. "It gives us the resiliency we need. Furthermore, it has allowed me to effectively outsource my infrastructure platform to SAP, which means I can focus my team on more value-added activities. It also gives me the speed of access and the speed of processing power that I just haven't had before."

At the race, the race team uses SAP HANA to analyze historical data to help make on-the-spot racing decisions. "We're able to ask, for example, what strategies worked out best in the past when we were confronted with situations similar to those we're currently facing – and get answers in the fraction of a second we need," says Ron Dennis, McLaren's CEO. "Races are won by seconds or less, so every little competitive edge matters hugely. And soon that edge will get even bigger because we'll begin combining the historical data with real-time data delivered by the Formula One cars."

"With SAP HANA Enterprise Cloud, we have high-availability features that let me sleep at night. I know my SAP environment is going to be up and running in the morning."

Craig Charlton, CIO, McLaren



Executive overview

Company objectives

Resolution

Business transformation

Future plans

Company-wide solutions save big on administration time

Rapid-fire change is also the order of the day at McLaren Automotive, which designs, develops, and produces new car components every 20 minutes on average. "That has required a phenomenal amount of infrastructure focused on processing data quickly," says Dennis. "SAP HANA is allowing us to meet our timeliness objectives while simplifying the infrastructure required."

Recruiting new talent is critically important to McLaren, but until recently the company used spreadsheets and legacy software for this function that were difficult to tie together. However, in tandem with its adoption of SAP HANA Enterprise Cloud, McLaren has moved

to SAP SuccessFactors® Recruiting solutions, which are also delivered in the cloud. "They're giving us the ability to do trend analysis, which is producing tremendous insight into what kind of people we're recruiting," says Charlton.

SAP HANA is also powering finance, human capital management, engineering, supply chain management, and quality control for all of McLaren. "We're cutting way back on our need for administrative labor now that we have all our company-wide data in one place," Charlton adds. "Whatever function we're talking about, having a single common platform contributes greatly to simplifying our business."

200 GB

Of data delivered by Formula One car sensors

~200

Sensors per car telemetrically sending data

3,200

Cars produced per year by McLaren Automotive



Executive overview

Company objectives

Resolution

Business transformation

Future plans

Moving forward on predictive analysis and enterprise mobility

The IT strategy that McLaren recently put in place, which is strategically based on SAP software, is already in production in many areas of the company and nearing completion in others. That strategy is transforming the company at the administrative transaction, business application, and analysis levels. Next, the company will move into predictive analytics, which it believes will make a massive difference.

SAP Fiori® apps will also be big around McLaren, according to Charlton. "We're already using them to give work instructions to our automotive engineers," he says. "Mobility is one of the key things that we need to put in place. With SAP Fiori, we're starting to look into how we can automate simple tasks within the organization and make them push-button using mobile devices."



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