

A new formula for speed

Formula E racing, a single-seater electric car racing championship sanctioned by the FIA (Fédération Internationale de l'Automobile), gamifies the automobile industry's response to climate change and energy sustainability by challenging manufacturers to push battery-powered car engineering to new extremes. The VENTURI Formula E team has been on the circuit since its 2014 inaugural race, but after a handful of lackluster seasons, it revamped its organization: ahead of the 2018/19 season, it recruited former racing driver Susie Wolff as Team Principal, ex-Formula One driver Felipe Massa as its newest star, and HPE as its strategic technology partner. The strategy is paying off. In Season 5, VENTURI Formula E celebrated two victories, with driver Edoardo Mortara taking a first-place win, and Massa earning his first podium finish. What's next? VENTURI Formula E is the team to watch as it races to dominate this exciting—and vitally important—new sport.

CHALLENGE

Start-up at the starting gate

The VENTURI Formula E team is energized by the promise of breakthrough innovations. That enthusiasm paid off on the salt flats of Utah in 2016, when the VBB-3 “bullet car” built by umbrella company VENTURI set a new world record (341 mph) for electric vehicles. But to win racing championships, the team must pair its enthusiasm and innovative ideas with a mature and thoughtful business strategy and consistent, rock-solid workflows.

SOLUTION

Next gen plans to boost race performance

To grow from gutsy start-up to race-day powerhouse, VENTURI Formula E needs effective IT capabilities. From factory to trackside, it must enhance data access, team communication, productivity, and agility. So the team partnered with HPE to formulate and implement an IT roadmap. HPE Pointnext delivers advisory services and consulting to set the pace and direction, and to select and implement technology tailored to the team's needs. During races, an HPE Pointnext IT race engineer joins the team to provide trackside support.

RESULTS

Sustainable racing gets serious

Empowered with its new IT strategy and solutions, VENTURI Formula E is gaining ground on its competitors—and on May 11, 2019, Felipe Massa earned his first podium finish. This is the second win this year for VENTURI, following fast on the heels of Edoardo Mortara's first-place triumph at the Hong Kong E Prix. There will be more to come in the future. With the tools to effectively communicate, strategize, and innovate—including potential opportunities to further leverage data for Machine Learning applications—VENTURI Formula E is racing toward its destiny as a world leader in this exciting, cutting-edge sport

“We're already seeing the tangible benefits of our technology partnership with HPE. Better access to data, better communications tools, smoother processes—these are what help us pick the right strategy and act on it, which is the key to winning races.”

Susie Wolff, Team Principal, VENTURI Formula E Team

BY THE NUMBERS

5

Racing seasons

New

Technology strategy and partner

1st

Podium finish for Felipe Massa

Win

For Edoardo Mortara at the Hong Kong E Prix

TRENDS

Breaking through barriers to EV adoption

Although growing, sales of electric vehicles (EVs) still represent less than 2% of total vehicle sales globally.¹ Auto manufacturers are solving one of the hurdles to widespread adoption, however: in 2019, the average battery range for US EVs set a new record of over 200 miles.² By doubling average battery life of its cars in the last 2 years,³ Formula E racing is a vital proving ground for exactly these kinds of critical EV advancements.

¹ <https://www.mckinsey.com/industries/automotive-and-assembly/our-insights/the-global-electric-vehicle-market-is-amped-up-and-on-the-rise>
³ <https://cleantechnica.com/2018/07/21/formula-e-cars-keep-getting-faster-with-longer-driving-range/>

SOLUTION RECIPE

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HPE Edgeline EL4000 Converged Edge System
 Aruba Wireless
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ARTICLE



VENTURI Formula E Team announces new technology partner: Hewlett Packard Enterprise

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