

hp success story



JORDAN



hp services transform
Jordan's IT to provide
daily benefits for the team

Founded in 1991 by Irishman Eddie Jordan, Jordan Grand Prix has become known as the young rock and roll team of Formula One but its commitment to winning is total. By 1996 Jordan was already a force to be reckoned with on the Formula One circuit. From humble beginnings, it had grown to an organisation with 74 employees, located on a four acre site opposite Silverstone – Britain's most famous motor racing circuit. Like all Formula One teams, Jordan made extensive use of technology in its quest to beat off competition by designing and manufacturing the fastest, most sophisticated car possible. But in common with many fast growing companies, Jordan's technology had been acquired on an 'as needed' basis.

disjointed infrastructure

As a result, the overall IT infrastructure was disjointed, made up of fragmented islands of technology with little overlap or co-ordination and there was no structure to investment decisions.

Recognising the importance of IT in attaining its goals, Jordan entered into an agreement with HP Services which was keen to ensure that it gained the maximum benefit from the equipment being supplied. HP Services suggested to Eddie Jordan that it conduct a comprehensive study on how well its IT was aligned to the business strategy. The result was a total customer experience that has transformed the team's outlook on IT.

hp plans 'a revelation'

In addition to a number of 'quick fixes', the HP study recommended that a central IT team should be established to determine the strategy, procurement, support, troubleshooting and management of IT. It also recommended new strategies for security, networking and back-up and that technology decisions should be driven from the business plan.

Previously Jordan had focused and invested almost exclusively in the three factors it believed would help it produce a winning car – aerodynamics, the engine and the quality of the engineering. "The HP Services report was a revelation to us," said Eddie Jordan.

"All of a sudden we understood that a coherent, company-wide approach to information technology was the fourth element we needed to give us that extra competitive edge – in short, we needed to become business centric in our use of IT."

access to technology

Resulting from the report, an IT manager and department were recruited. Soon overcoming scepticism in other departments,

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Eddie Jordan, Founder and Chief Executive, Jordan Grand Prix

challenge

- Building the fastest F1 cars to tight deadlines depends on effective computing solutions
- Jordan's IT development had been disjointed
- It needed a coherent IT strategy aligned to its business plan

solution

- An agreement was entered into with HP services
- HP services formulated a plan to ensure that Jordan got maximum benefit from HP equipment
- Important among many recommendations was that future technology requirements should be driven from the business plan

results

- Jordan set up its own IT department
- The team benefits from a central knowledge repository, improved communications and the ability to implement new technology fast
- This has made it one of the most IT sophisticated F1 teams, giving it an important competitive edge

why hp?

- HP had been a supplier to Jordan since 1990 so had a close understanding of its IT needs
- With this existing knowledge and Jordan running an HP infrastructure, it was the obvious choice as a consulting partner

it proved that it could deliver what it promised, working to the incredibly tight deadlines to deliver results on time. "Partnering with HP gives us access to emerging technologies and HP Services helps us to implement and gain maximum benefit from them fast, – a major consideration in the F1 world where the difference between winning and losing can be measured in milliseconds," said Jordan's head of marketing, Mark Gallagher. "That means we can do things other teams can't and keeps us ahead of the competition."

For more information on how working with HP can benefit you, please contact your HP representative or call 13 23 47.

customer at a glance:

JORDAN

industry sector: F1 motor racing

name: Jordan Grand Prix

headquarters: Silverstone

founded: 1990

telephone: 01327 850800

number of employees: 280

URL: www.f1jordan.com

technology highlights:

- mission critical support
- hp OpenView IT management software including Network Node Manager, Operations, Performance and OmniBack II
- 2 Dual Processor K series hp-UX servers
- 1 Quad Processor N-Class hp-UX server
- 3 A-Class hp-UX servers
- 40 C-Class hp-UX CAD workstations (CAD & FEA)
- 3 J6000 hp-UX CAD workstations (CAD & CFD)
- 2 B-Class hp-UX workstations (CAD)
- 12 NetServers, LPr1000, LPr2000, LH3r, LXPro, E-series
- 70 hp Kayak XA, XA, XU and Vectra's running Windows NT, 2000 and 95
- 70 hp Omnibook laptops (1 x CAD)

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