



"Our Vodafone colleagues have been nothing less than superb. We're an innovative fast-moving business and they understood completely the need for communications to be equally rapid and flexible."

Ian Robinson, IT Director, McLaren Group

power to you



Unified Communications provides a competitive edge for McLaren



For McLaren, it's all about winning.

An iconic name in motorsport – and Formula One in particular – McLaren makes business decisions with one thing in mind.

Whether it is selecting its drivers, its suppliers, its mechanics – or its total communications provider – McLaren is constantly on the lookout for organisations that can help it achieve its ultimate goal – winning races.

And in an ultra competitive sport where the smallest of margins make the difference between taking the chequered flag or finishing down the field, suppliers have to share McLaren's constant drive for technical excellence and innovation.

McLaren is the only team to have won in four different categories of motorsport - Formula One, Indianapolis 500, Can-Am and Le Mans. Founded in 1963 by Bruce McLaren,

the company has been home to some of the most successful drivers in the history of the sport, including James Hunt, Alain Prost and Ayrton Senna.

With every millisecond counting on and off the track, the desire for success is just the same for all the McLaren Group's 1,500 employees too. From the McLaren Technology Centre in Surrey where designers, engineers and administrators are based, the company has people travelling and operating around the world, making effective and efficient communications both a must – and a constant challenge.

It was clear to McLaren that here was an area of its business that offered a great opportunity to provide employees with a cutting edge communications system with which to stay in touch, share information and improve decision making.

Time consuming and confusing

When Ian Robinson became IT Director at McLaren Group, he resolved to tackle the companies complex fixed-line telephony systems, which were robust, but difficult and expensive to maintain. A lack of integration between static systems and mobile devices meant that globe-trotting employees often found it difficult to keep in contact.

Robinson saw an opportunity to innovate, to increase productivity and cut costs by converging mobile, fixed-line and desktop communications. "We wanted to reduce our telephone exchange estate and bring down the cost of managing disparate communications channels," he recalls.

"We had people carrying more than one mobile device – for example, DECT phones that ran on our internal network and BlackBerry devices for voice and email.



"We quickly saw that Vodafone One Net Enterprise met all our requirements. It makes teamwork faster by providing employees with one telephone number, voicemail and directory, which are all easy to use."

Ian Robinson, IT Director, McLaren Group

"Each system had its own number and voicemail box making it time consuming check several message stores, and, at worst, there was the potential for important information to be overlooked," he says.

To meet these challenges, McLaren selected Vodafone One Net Enterprise, a unique mobile, unified communications solution that combines mobile and IP telephony with email, instant messaging and presence information, helping employees to stay connected, wherever they are.

Rapid and flexible

Says Robinson: "We quickly saw that Vodafone One Net Enterprise met all our requirements. It makes teamwork faster by providing employees with one telephone number, voicemail and directory, which are all easy to use."

When an employee receives a call, the Vodafone One Net Enterprise solution alerts all their devices, including mobile, fixed-line or soft phone, which runs on a desktop or laptop computer.

Unanswered calls divert to a single mailbox, triggering a 'message waiting' prompt on all devices. Employees are able to see whether a colleague is available by checking his or her presence information. They also have the option to send an instant message if someone is in a meeting, for example.

In addition, voicemail messages are recorded as .WAV files that can be forwarded as email attachments to the appropriate contact. This can provide the vital piece in the jigsaw for engineers as they work to improve the performance of their racing cars to extremely tight deadlines.

With its mobile unified communications solution up and running, McLaren employees are now more efficient and productive. The company is also working with a single supplier providing all channels of communication, with performance and management issues streamlined through a single point of contact.

"Communication plays a key role in modern Formula One by improving the way information is shared among team members and thereby increasing performance. We now have an advanced communications infrastructure that will grow with us into the future. We look forward to a long and productive partnership with Vodafone."

Martin Whitmarsh, CEO, McLaren Group

With call costs reduced by 15%, valuable budget is recovered for other uses, such as vital testing or component development that can shave a few more fractions of a second off lap times.

Robinson says: "We've had a really positive response from people using the system. Our Vodafone colleagues have been nothing less than superb. We're an innovative fast-moving business and they understood completely the need for communications to be equally rapid and flexible."

McLaren Group CEO, Martin Whitmarsh agrees: "Communication plays a key role in modern Formula One by improving the way information is shared among team members and thereby increasing performance. We look forward to a long and productive partnership with Vodafone."

Significant benefits

- Staying in touch with colleagues is now far easier, wherever they are in the world, by using a single mobile device connecting to a single, integrated system
- Everyone has peace of mind that calls will be routed to mobile, fixed-line and soft phones simultaneously, with messages stored in a single voicemail box
- Additional features include presence information showing who is available at any time, instant messaging and simple to use video conferencing
- Support is instantly available through a help desk service while infrastructure updates and system maintenance are planned around the needs of the business
- Call costs have been cut by 15% through flat rate pricing and optimum routing
- It's a much easier system to administer too, with a single supplier enabling unified and centrally managed billing, reducing management time and cost
- McLaren now enjoys a lean and streamlined telecoms solution that provides a platform for growth

To find out more, please contact your Account Manager.
Or for new business, call us on **0845 084 0157**

vodafone.co.uk/business

© 2013. Vodafone Limited. Vodafone House, The Connection, Newbury, Berkshire RG14 2FN
Registered in England No. 1471587

