



## SUCCESS STORY – Red Bull Racing



# F1 Giant Red Bull Racing Romps Home With Help From Epicor



### Company Facts

- Location: UK
- Industry: Automotive
- Number of Locations: 1
- Web site: [www.redbullracing.com](http://www.redbullracing.com)



## Success Highlights

### Challenges and Opportunities

- Need for constant innovation designed to gain competitive advantages
- Complex manufacturing environment, including just-in-time processes
- Fast-paced environment requiring scalability and flexibility

### Epicor Solution and Services

- Epicor Manufacturing

### Why Epicor?

- Service Oriented Architecture (SOA) that enables extensive customization whilst retaining a stable, easily maintained, core
- Supports the complex manufacturing environment

### Benefits

- Real-time manufacturing approach where the team can dynamically change production schedules at speed to meet race and testing needs, without jeopardizing quality and with confidence that a part will be completed on time
- Keeping the business rules separate from the underlying core code means that the team can quickly update rules as business processes change, ensuring Epicor always reflects the real-world business it is serving
- Removes manufacturing and logistical bottlenecks that inhibit innovative ideas to quickly become real physical car parts

“Motor racing is all about gaining an edge while remaining under control and within budget – Epicor helps us to do just that.”

Ian Prior, Senior Manufacturing Systems Manager

Winning the 2010 Formula One Constructors Championship, as well as Sebastian Vettel becoming the youngest ever Drivers Champion in a nail-biting finale to the Grand Prix season in Abu Dhabi, has propelled Red Bull Racing to the pinnacle of motorsport. Their success is based on a foundation of constant innovation designed to gain competitive advantage. They expect the best from all parts of the team including their ERP solution – Epicor Manufacturing.

The Red Bull Racing team has been using Epicor manufacturing software solutions since 2003, recently upgrading to take advantage of the latest Service Oriented Architecture (SOA) features. Epicor is designed specifically for complex manufacturing environments and ties together every aspect of a manufacturer’s business operation, from just-in-time manufacturing procedures, to supply chain management and logistics.

Epicor manufacturing is well suited to the fast-paced environment at Red Bull Racing, providing the scalability and flexibility that are vital to the operation. The Epicor manufacturing solution enables extensive customization whilst retaining a stable, easily maintained core. “We need a system that meets the exact needs of Red Bull Racing both within the factory and at races and tests all over the world.” explains Ian Prior, senior manufacturing systems manager.

### About Epicor

Epicor is a global leader delivering business software solutions to the manufacturing, distribution, retail, hospitality and services industries. Founded in 1984, Epicor serves 20,000 customers in more than 150 countries, providing solutions in over 30 languages.

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The vast majority of Epicor’s role at Red Bull Racing is enabling faster innovation and parts production at the factory. In Formula One, constant innovation is the key to success and the quicker a new or upgraded part can get from a design concept onto the car the better. This is never more true than during the race season, when track testing opportunities are precious and very limited, so no opportunity can be wasted because a part was not ready.

New design releases for parts and assemblies are fed directly into Epicor, which, through the Production Management module, co-ordinates production, calculates costs and completion times, and enables the monitoring of progress of manufacture throughout in real-time. This real-time approach means the team can dynamically change production schedules at speed to meet race and testing needs, without jeopardizing quality and with confidence that a part will be completed on time.

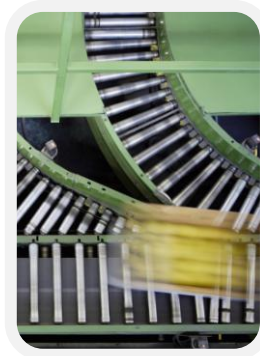
Red Bull Racing’s business rules and processes are built into the system using Epicor Service Connect and Business Process Management, keeping the business rules separate from the underlying core code. This means that the team can quickly update rules through intuitive visual tools as business processes change, ensuring Epicor always reflects the real-world business it is serving. Epicor Service Connect through its use of SOA, pushes transactions through the system to the next stage in the process, whether that be within Epicor or an external system.

“Epicor helps us remove manufacturing and logistical bottlenecks that inhibit innovative ideas becoming a real physical part of the car propelling our drivers to victory that weekend,” adds Prior. “It is this race to get innovation to the track that helps us gain the competitive advantage, and the same innovation race happens between every Grand Prix.”

“For years, Epicor’s manufacturing solutions have been successfully meeting the needs and requirements of midmarket manufacturers,” says Rodney Winger, senior director of product marketing, Manufacturing and Supply Chain Management at Epicor. “Leveraging innovative technology, we’ve continued to expand features and functionality of our solutions to scale the needs of large, global manufacturers; which in turn helps our progressive midmarket manufacturing customers address many of the same challenges larger organizations are dealing with.”

“To compete at the level we are within the world of Formula One we need to not only optimize the design, but all aspects of the business process,” continues Prior. “It’s only in this way that we can gain the competitive edge.” The rate of design development within Formula One at this highest level requires rapid processing within the factory through the manufacturing planning stage and absorption into the production schedule. At the track it requires clear visibility of the availability of new parts such that the test and race programs can be carefully and calmly planned. The end result being a highly professional performance at the track, supported by a dynamic and ever changing set of requirements. Epicor fits well into this demanding scenario.

“Motor racing is all about gaining an edge while remaining under control and within budget – Epicor helps us to do just that,” concludes Prior.



## EPICOR®

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