Sauber Motorsport AG Drives Success with Seagate Lyve Cloud

## Success Summary

Sauber Motorsport AG, which manages Alfa Romeo F1 Team-Stake, is on a mission to make it to the top of the pinnacle of motorsports, Formula 1 racing. The team needed a storage solution to keep up with its pioneering technology and current systems. Seagate Lyve Cloud offered easy integration, lightning speed, and cost savings to help them reach their goal.

* **Clear TCO.** A consistent capacity-based pricing model offers predictable costs for mass data storage.
* **Enhanced Efficiency.** An 80% increase in storage provision helped the team increase the effectiveness of the storage allocation and management process.
* **Reduced Costs.** The cloud cut cooling costs by 33% without a large temperature-regulated on-premise data center.
* **Increased Data Capacity.** The team experienced a 200% storage gain to prepare for future data needs.

## Their Story

### Pioneering the Future of Formula 1 Racing

The Saber Group of Companies has two primary operations: Sauber Motorsport AG, responsible for operating and managing Alfa Romeo F1 Team-Stake, and Sauber Technologies AG, which provides advanced engineering, design, and manufacturing services to third-party clients across industries. The two companies work closely together and share expertise, utilizing the skills of more than 500 passionate employees based in Hinwil, Switzerland, across their internal and external projects. In recent years, Sauber Motorsports has been a major player in the pinnacle of motorsports, Formula 1 racing, fielding competitive cars, and attracting a loyal fan base. Their commitment to teamwork and excellence has made them a consistent success.

## Their Goal

### Using cutting-edge technology to reach the top.

Alfa Romeo F1 Team- Stake finished the year in position six out of 10, which was a great success. Sauber Motorsports AG made it a goal to finish in position five the following year, but leadership had their sights set on the future. The team used the latest technology to enhance their cars, drivers, and techniques to get there. Their ambition was clear: they wanted to be at the top, not midfield.

## Their Problem

### A mountain of data to store and leverage.

As Sauber Motorsports continued to enhance its technology to empower its drivers, its data storage could not keep up. It had an on-prem data center and storage capacity was a challenge.

Over the past couple of years, data analysis and data collection have grown exponentially. More data must be collected and analyzed with each new car enhancement and upgrade. Plus, the technology, such as driving simulators, required fast access to data. The on-prem solutions struggled to keep up.

The traditional data storage model meant that Sauber’s IT team could not remain as agile and reactive as they needed to win. They wanted a storage solution that allowed them to react quickly regardless of future business needs. Even with the top software and tools around, their data storage continued to slow them down, and they experienced shorter retention data periods due to a lack of available storage.

## Their Solution

### Storage that makes their data as fast as the cars

Sauber decided that cloud storage was the best solution for their current goals. They invested in the newest, cutting-edge technology to realize their ambition of leading F1 and needed an agile and flexible data solution to keep up with their ambitions. The cloud could provide them with the capacity for data analysis, data simulations, and data points from the racetrack and technical teams. As Thomas Hartmann, head of the IT Department, stated, they needed to “make the data as fast as the car.”

To get their racers to the top, leadership invested in the technology to make it a reality. For example, racing simulations have become a critical tool to help racer improve their techniques and learn tracks quickly, among other benefits. As technology continues to evolve, they wanted to ensure they were at the cutting edge to take them to the top.

Because the team built impressive software and worked closely with 500 employees and various tech partners, they didn’t want a complete overhaul of all their current systems. Instead, they looked for a cloud partner that could easily integrate with the existing system.

Leadership wanted a new way to store their data but needed a partner with a transparent total cost of ownership. Many cloud providers leveraged confusing and expensive contracts that made budgeting nearly impossible.

Almost right away, leadership knew that Seagate Lyve Cloud was the right solution for them. The vendor-agnostic flexibility meant they could easily integrate the storage with their current technology. Transparent pricing was another strong reason to choose Seagate. “The pricing model with a flat rate was a strong advantage for me,” said Hartmann, “Nobody else had it, and it was a unique asset that makes it easy for us to calculate the total cost of ownership.”

Alfa Romeo F1 Team-Stake worked directly with Seagate to implement Lyve Cloud. Seagate, which up until that point offered US locations, even built a European branch to accommodate the company’s needs specifically, so the team now stores their data closer to their operations.

The collaboration between Alfa Romeo F1 Team-Stake and Seagate made the process smooth. The team got answers when they needed them and expert help from Seagate. Aziz Rajab, Project Manager at Alfa Romeo F1 Team-Stake, stated, “Really, working together and the support we get on Seagate services is key. If there is anything we need, we always get an answer. If not right on the phone call, then we get it within a day or set time frame. The support and services we receive from the Seagate team are great.”

## Their Success

### Leveraging data at the speed of racing.

With the right data storage system, Alfa Romeo F1 Team-Stake has the data speed they need to keep up their cars. “We are faster than ever in delivering IT services,” says Hartmann, meaning their cars can be faster on the track. “It is really key that we can reach fast on any needs.” Most importantly, the team is now ready to take on the future of racing and keep climbing to the top.

Because they no longer leveraged on-premise data centers, the team has saved money transitioning to Lyve. They experienced a reduction in cooling costs because they no longer had to keep a large data center temperature regulated.

* 200% 50 storage capacity gain from 2 to 5 petabytes
* 33% reduction in data cooling costs
* 80% faster storage provisioning

## Customer Endorsement

“We are prepared for any future needs to come. With Seagate Lyve Cloud, we have more capacity for data analysis, data simulation, and data points from the racetrack or the technical team here.”

Thomas Hartmann, head of the IT Department