



# Aston Martin Cognizant Formula One™ Team looks to IFS for race-winning efficiency



In a fast-moving, high pressure environment like Formula 1™ competition, precision, speed and organization are all key. With over 500 Grand Prix races under its belt, the Aston Martin Cognizant F1™ Team is using IFS to provide real-time visibility between departments and to increase efficiency across business and production processes.

## Resource challenges

For several years Aston Martin F1 knew it needed to make a step change in performance but lacked the level of financial support enjoyed by its big player competitors. Following acquisition and investment by a consortium, the company looked closely at its legacy infrastructure, and began to undertake the modernization needed to challenge the big-name teams.

Bill Peters, the team's Chief Information Officer, explains: "Formula 1 is the pinnacle of motorsport and we compete at the highest levels, against very serious F1 team players. We've done very well year-on-year for the last decade and punched well above our weight. Unlike the bigger teams, we haven't had the luxury of being able to pursue marginal gains. We've had to be very, very focused on the developments we do to make the car go faster. Having now rebranded as Aston Martin Cognizant Formula One™ Team, we are determined that we are going to win championships."

## About Aston Martin Cognizant Formula One™ Team

Aston Martin Cognizant F1™ Team is a British motor racing team and car constructor competing in the Formula One World Championship. Based in Silverstone, United Kingdom the company has 450 employees.



## Choosing IFS

Since implementing IFS, Peters has seen the team move from a position of technical debt and legacy systems to full modernization. “Before IFS we didn’t have the right financial systems in place to deliver the reporting and processes we needed,” explains Peters. “In addition, from a production perspective, our legacy systems were constraining throughput.”

After reviewing the options available from several business software vendors, Peters concluded IFS offered the best financial and production solutions. “I’ve been in motorsport for 25-plus years and implemented several ERP systems and business systems. The functionality we need now, as an F1 team, already exists in IFS. The system is inherently flexible and can accommodate the processes we already use without need for change. In addition, we shared the same challenger ethos. The fit was right.”

The company uses IFS across finance, production, engineering and manufacturing operations and related business areas. Application modules in use include Finance; Supply Chain including Warehouse Data Collection; Engineering & Product Design; Manufacturing; Document Management; Quality Management; and CRM.

## A performance-benefit focus

Unlike many sectors, motorsport is driven by performance, not revenue growth. “If we can expedite improvements that get components and updates onto a car more quickly, we reduce our lap times,” says Peters. “Efficiencies available within IFS can improve a whole gamut of processes across engineering design, logistics, manufacture and production, finance and more. We’re already seeing accelerated production throughput, along with improvements across production control, procurement, warehouse management, quality management and project management.”

The improved visibility available through the system has also improved decision making. “Our real-time management information means we can accurately control our stock position and decide when we should subcontract parts or manufacture in-house,” Peters observes. Access to real-time data from IFS is also providing valuable business insights. “The financial and commercial data that we have now lets us see and respond to issues and trends far more quickly. We can now track components through the business giving us more control. The added availability of IFS as a mobile App is extremely powerful – it supports fast authorizations globally, and tracks side access to stock and purchasing information,” he explains.

The financial capabilities of the new IFS implementation have already doubled financial efficiency. “We can do things we couldn’t before, including automating processes such as ingesting invoices, auto matching them and managing exceptions,” say Peters. “We’re already seeing less backlogs, so our ambition is to extend that through into production as well.”



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**We’re definitely  
doing more, faster,  
with the same  
headcount – and  
that’s what we set  
out to do.**

**Bill Peters, CIO, Aston Martin  
Cognizant F1™ Team**

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## New regulations

Like other teams, Aston Martin F1 faces new regulations from F1's racing body. One is a new cap on costs, allowing smaller, less resourced teams to compete on a more level playing field." It's a welcome adjustment, but one of the consequences is that the cap will also limit the number of team employees due to wage costs," observes Peters." It means finding ways to maximize efficiency with the staff and resources we already have." IFS is already addressing the requirements across several criteria. Observes Peters:" We have far better visibility of inventory and work in progress, and this will improve still further going forward."

## New 'smart' factory

At the end of 2022, Aston Martin F1 will also become the first team in 20 years to occupy a new, purpose-built factory. "IFS is going to be a foundation stone in this project. It will allow us to gather telemetry through IoT across the whole site to fully optimize all operations in a smart factory environment," says Peters. "Our goal is to create digital twins of both the car and the components to further optimize visibility and automate wherever possible."

Robert Yeowart, the team's Chief Financial Officer, concurs. "IFS gives us the perfect platform to build on," says Yeowart. "It enables us to really understand where we're spending our money by detailed cost analysis, which we simply couldn't do before. We can track our inventory and answer questions like 'what parts do we have available to us?' What state are they in? How many parts are in the building and how much does each cost? To make truly informed decisions like this we need quality, timely data, and IFS can provide that."

## Working with IFS

Peters welcomes the way IFS readily engaged with his team. "IFS quickly understood that our engineering lifecycles are reactive, short and fast, so we were all speaking the same language in the process." He is also clear on how customers should prepare before embarking on an implementation." No partner can do everything alone. The business must invest the time to provide quality input. It's important to ensure that sufficient internal resources are allocated, and that the right subject matter and technical experts are accessible."

## The moment of service

Peters is clear about his team's moment of service and the central role IFS plays. "For us as an F1 team it's all about making sure performance, reliability and continuous improvement come together. We design and build the fastest cars we can, we make sure they are reliable to complete races and we improve whatever we can at every step. If we get all that right, our effort wins races. By informing make and buy decisions, by accelerating parts production and by orchestrating logistics for parts globally, IFS ensures we can achieve that."

## Benefits using IFS

- Increased visibility
- Enhanced efficiency
- Better project control
- Automated processes
- Easier to share and analyze information
- More accurate decision-making

## Find out more

Further information, e-mail [info@ifs.com](mailto:info@ifs.com), contact your local IFS office or visit our web site, [ifs.com](https://ifs.com)

