



Media, Entertainment & Sport case study

Engineering AMF1 to act on intuition

On-track know-how is enhanced with capabilities that enable the team to anticipate and act instantaneously to power a Formula 1™ team to its highest aspirations.

Aston Martin Aramco Cognizant Formula 1 (AMF1) combines Aston Martin's know-how in designing, engineering and building a winning race car and Cognizant's expertise in engineering intuition with data and advanced technology to power its Formula 1 team to victory.

The challenge

The year 2021 was full of change for Aston Martin, with the rebrand from Racing Point to AMF1, the introduction of a new driver, Sebastian Vettel, and breaking ground on a new factory. The team also established plans to hire 200+ new people, all of whom would need to get up to speed very quickly.

Bringing more change, the new FIA cost cap requires the team's finance and operations groups to comply with new limits on the amount of money each team can spend in a season, demanding new thinking about how to ideally invest to optimize performance. More than just enhanced reporting, efficient financial management can serve as a true strategic differentiator: the ability to plan, budget and track the team spend could effectively lead to team points and lesser penalties.

The FIA rule changes, which went into effect in 2022, required AMF1 to start a full redesign for the new car early in the 2021 season.



At a glance

The AMF1 partnership between the Aston Martin F1™ Team and Cognizant presents a winning combination of racing knowledge and technology expertise. Through our partnership, AMF1 aims to engage more fans, implement the new FIA cost cap measures and fulfill its vision of a championship podium in 2023. The first phase of the engagement produced strong results:

- Developed detailed reporting that complies with the F1 cost cap regulations mandated by the FIA
- Significantly reduced the time it takes to prepare the FIA report
- Significant operational capability and efficiency uplift, enabling the race team to focus more on design and performance improvements
- Normalized disparate data sets that were not centralized before the cost cap reporting requirements went into effect
- Increased depth of insight into AMF1 direct fan relationships, enabling highly tailored content and experiences
- Tailored digital communications to deliver significantly higher email open rates and click-through rates than the team and sports average

Meanwhile, COVID-19—and the reality that most of the season was racing to empty racetracks—interrupted the highly valued connection with fans.

Another key challenge involved providing brilliant content and experiences to the AMF1 fan membership program by enriching fan profiles and allocating them to distinct segments based on their individual characteristics. To increase its ability to attract more fans, the team needed help bringing together disparate data sources that could reveal insights to drive rapid and relevant marketing engagement. Because they operated as a small, lean organization, they sought a partner that could come in and embed a significant amount of change quickly. Cognizant was chosen to be that partner.

The approach

As digital transformation partner, we're bringing the technology expertise necessary to create a world-class, data-driven F1 team. With AMF1, we will ultimately cut lap times, transform car technology and improve performance and safety.

Our team of on- and off-site software engineers were fully embedded, working collaboratively as one—from discovery to sprint delivery—to engineer technology, optimize experiences and speed processes. This successful collaboration has organically developed our partnership and the delivery of our range of consulting services, all aimed at enhancing the new, growing AMF1 organization.

Following are some of the transformation services we provided:

- Built a data and intelligence layer on top of the current ERP system to gain better, more suitable reporting in the format mandated by the FIA—and reduced the complexity and time it takes to produce the report
- Implemented infrastructure, cloud, data and application support to make sure that the technology in the organization works for all the new hires
- Coordinated with NetApp, SentinelOne and other providers to make sure the team uses state of the art tools to process data and secure their perimeter
- Performed audience segmentation to enable content curation to specific groups, boosting fan engagement capabilities
- Enriched the audience database by better using sanitized internal/external data sources that can be embedded, measured and optimized for campaigns

Intelligent, direct-to-fan engagement

Contributing to AMF1's success, we are helping the team grow the number and depth of its fan relationships. Through workshops with Aston Martin and select sponsors, we plan to create a precise data function to ensure optimum audience profiling. Using enriched data, AMF1 can intuitively target specific segments to invite to its events, including individuals at high-net-worth, in the C-suite level at major companies, who own luxury cars or are classified as F1 superfans.

In its first application, our segmentation program was used to announce via email the AMR22, Aston Martin's new car for the upcoming F1 season. We used tests and controls to ensure we had genuine insight into whether the segmentation impacted the results of the campaign. While results are still pending, early impressions are incredibly positive with click-through rates up significantly across the board, and open rates of the emails up in almost all segments.

An invested partner for transformation

In this initial year, we immersed ourselves in Aston Martin's way of working, which enables us to better recommend services to advance its mission. We are putting tools in place to track and generate as much data as possible off the car and power train to enable more insight-driven decisions about the car, the driver, fan engagement and all aspects of the racing environment.

We are rethinking key processes from basic business operations to fan marketing—which enables a more intuitive operating model. Now, AMF1 can anticipate fan wants, needs and behaviors and act instantly with targeted content. Business operations are now fueled with insight and speed, optimizing performance under the cost cap and streamlining hiring processes at scale. We are also helping the team to:

- Integrate IoT for connected road cars with a unified premium customer experience across the entire connected car use-case spectrum
- Evolve facilities into smart factories, leveraging 5G and IoT to get the best performance and output
- Drive towards zero-emission commitments through clean and energy efficient technologies
- Design omnichannel digital content and experiences with innovative platform solutions

A collaborative operating model enables engineers on both teams to work more closely on car projects and initiatives. We took over the daily operations of the business, including help desk, app support, app and cloud maintenance and monitoring—which was critical as we implemented the cost cap financial project.

“I’m hugely proud that we can start this new chapter with the support of Cognizant. In today’s world, as the digital revolution continues, I can’t think of a more suitable or valuable partner to work with us as we strive to make Aston Martin one of the greatest teams in the sport.”

Lawrence Stroll, Team Chairman, AMF1

Business outcomes

We helped Aston Martin build forecasting abilities through financial transparency and streamlined operations—from inventory to accounting to project management—all geared to helping AMF1 realize its vision of reaching the championship podium in 2023.

The new process, dashboards and integrations help management visualize financial data to see, interpret and understand where they want to continue investing to accelerate the path to winning. Results of this first phase of the engagement include:

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About intuition engineered™

Cognizant helps you immediately understand your work ahead by engineering your business to anticipate needs and act to meet them with the speed and insight of human intuition. We use software that learns, massive processing power unlocked by the cloud, the value inherent in huge amounts of data and design thinking applied to every experience. To learn how we can help you forecast better, analyze with an eye to the future and automate your business to think more on its own, visit us at www.cognizant.com or follow us @Cognizant.

Business metrics and outcomes provided by AMF1.

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- Increased depth of insight into AMF1 direct fan relationships, enabling highly tailored digital and physical experiences

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We're looking forward to exciting future collaborations to help Aston Martin apply 5G, IoT and data analytics to support critical decision-making. Planned projects include building a digital twin of the F1 car and using AI and machine learning—fueled by real-time and past-performance data—to run simulations and make in-race predictions instantly, as if on intuition.



Cognizant (Nasdaq:100: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or @cognizant.

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