

# Mercedes-AMG Petronas Motorsport, TIBCO, and Pure Storage Transform London's Olympia into a Temporary Pit Lane

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Matt Harris, Head of IT for Mercedes-AMG Petronas Motorsport, Will Deliver a Keynote Address at Big Data LDN

Big Data LDN, Olympia, London, UK – 18 October 2018 - Mercedes-AMG Petronas Motorsport, four-time FIA Formula One™ World Constructors' Champions, Pure Storage, and TIBCO Software Inc. will bring Grand Prix racing to West London at Big Data LDN (<https://bigdataldn.com/>) on 13th November. The three companies will jointly showcase how data-driven performance can make the difference between victory and defeat in the highly competitive world of Formula One™.

London's Olympia will be the temporary pit lane, with replicas of the Mercedes-AMG Petronas Motorsport garage and race car. Pure Storage, the all-flash storage platform that helps innovators build a better world with data, and TIBCO, a global leader in integration, API management, and analytics, will jointly demonstrate the crucial role data plays in the pit lane in front of the United Kingdom's largest gathering of data experts.

Big Data LDN hosts over 130 expert speakers, 100 leading technology vendors and consultants, and over 8,000 attendees. Pure Storage and TIBCO's demonstration will be accompanied by a keynote from Matt Harris, Head of IT for Mercedes-AMG Petronas Motorsport.

## Data in the pit lane

The team's Simulator Car will be parked between both booths, which form a replica of the Mercedes-AMG Petronas Motorsport garage, offering visitors the immersive, behind-the-scenes experience of visiting a race track.

Two screens near the car will showcase Pure Storage's Pure Pit Wall dashboard and another will display TIBCO's Driving Analytics demo. A third will project a live social media feed of follower comments across the world.

Commenting on this partnership, Matt Harris said: "Technology, and specifically how it supports our collection, storage, and analysis of data, is an important contributor to the team's success. The impact is felt in all facets of the operation – from design and prototyping, manufacturing and testing, all the way to trackside during a Grand Prix. At the event, we will be able to show data leaders how we work with Pure Storage and TIBCO to bring the right data, to the right people, at the right time in order to have the fastest team on the track."

## Make decisions in a fraction of a second

Mercedes-AMG Petronas Motorsport is one of the most successful Formula One teams in recent history and, as a result, requires peak performance from every member of its team to continue its championship-winning ways. The IT team, both trackside and at the factory, needs instant access to critical data used to

continually improve race car performance.

Each car produces 0.5 TB of data during the average Grand Prix weekend, with a further 5 – 10 TB of data produced per week at the factory. With the margin of victory being measured in thousandths of a second, rapid processing and analysis of data is key to victory. Pure Storage and TIBCO provide this access to critical data to inform the team's strategists, analysts, and engineers, giving them a competitive edge.

At Big Data LDN, Pure Storage and TIBCO will show how to:

- Collect, manage, and share ever-increasing amounts of data from multiple sources and datasets to improve race car design and performance;

- Offer visual representations of performance data, which allow strategists to improve their analysis;

- Create models and simulations to prepare for every eventuality in a race; and

- Make decisions in a split second based on all the information available.

Under the hood:

If you would like to find out more about how data-driven performance can help win races, Matt Harris, Head of IT for Mercedes-AMG Petronas Motorsport, will deliver a keynote speech at Big Data LDN on Tuesday 13th November at 11:50 in the Keynote Theatre.

If you would like to find out how Pure Storage (Stand 257) and TIBCO (Stand 271) are delivering key insights, real-time analytics to improve car and track performance, as well as team strategy, visit their booths at Big Data LDN on 13th November at Olympia in London.

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About Mercedes-AMG Petronas Motorsport

Mercedes-AMG Petronas Motorsport is the works Formula One Team of Mercedes-Benz, competing at the pinnacle of motorsport—the FIA Formula One™ World Championship. Formula One is like nothing else in the sporting sphere. It's a demanding technical and human challenge, combining cutting-edge technologies and innovation, high-performance management and elite teamwork. During the course of a gruelling calendar, which spans 21 countries in as many Grand Prix events from March to November, teams battle it out to be crowned World Champions. At Mercedes-AMG Petronas Motorsport, a team of nearly 1,500 passionate, determined people works across two world-class technology campuses, designing, developing, manufacturing and racing the cars and Hybrid Power Units driven by four-time World Champion Lewis Hamilton and race-winning team-mate Valtteri Bottas. The team has set a new benchmark for F1 success during the sport's current Hybrid era, winning the Constructors' and Drivers' World Championships in 2014, 2015, 2016 and 2017. During those four Championship-winning seasons, the team has scored 63 wins, 122 podiums, 71 pole positions, 43 fastest laps and 35 one-two finishes from 79 race starts.

About Pure Storage

Pure Storage(NYSE: PSTG) helps innovators build a better world with data. Pure's data solutions enable

SaaS companies, cloud service providers, and enterprise and public sector customers to deliver real-time, secure data to power their mission-critical production, DevOps, and modern analytics environments in a multi-cloud environment. One of the fastest growing enterprise IT companies in history, Pure Storage enables customers to quickly adopt next-generation technologies, including artificial intelligence and machine learning, to help maximize the value of their data for competitive advantage. And with a certified NPS customer satisfaction score in the top one percent of B2B companies, Pure's ever-expanding list of customers are among the happiest in the world.

#### About TIBCO

TIBCO fuels digital business by enabling better decisions and faster, smarter actions through the TIBCO Connected Intelligence Cloud. From APIs and systems to devices and people, we interconnect everything, capture data in real time wherever it is, and augment the intelligence of your business through analytical insights. Thousands of customers around the globe rely on us to build compelling experiences, energize operations, and propel innovation. Learn how TIBCO makes digital smarter at [www.tibco.com](http://www.tibco.com) (<http://www.tibco.com/>).

#### Press queries for Big Data LDN

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