DUCATI | PROBLEM SOLVED

NetApp® HCI gives Ducati the capacity and speed the company needs to rapidly analyze and use massive volumes of real-time data, providing a competitive edge in racing while helping to shape the next era of high-performance street motorcycles.

Ducati Wins with NetApp HCI

In the competitive, fast-paced world of high-end motorcycle manufacturing, rapid innovation is foundational to success. Ducati knew that the data being generated by its bikes around every turn and straightaway—both on the track and on the street—could be captured and used to optimize racing performance while helping to elevate the full, 360-degree experience that the company delivers to its loyal customers worldwide.

30%
reduction in time to market

Processes
300TB
of data

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> "NetApp has showed us the power of its comprehensive suite of solutions, from all-flash storage systems to HCI to all of the opportunities offered by NetApp cloud data services. The company has helped us capitalize on today's business opportunities while we innovate for tomorrow."

Konstantin Kosternarov
Chief Technology Officer, Ducati Motor Holding

Ducati equipped each of its MotoGP motorcycles with more than 60 physical sensors, generating a tremendous amount of real-time data. In an environment where a few thousandths of a second can mean the difference between winning and coming in a close second, Ducati needed an infrastructure capable of capturing, storing, and very quickly transforming massive amounts of data into actionable insights that the company can use to fine tune its high-performance machines. This infrastructure also needs to be capable of easily scaling with demand and to offer rock-solid stable performance. NetApp® HCI was the obvious choice.

DATA DRIVES INNOVATION. INNOVATION DRIVES PERFORMANCE.

Ducati needed the ability to rapidly analyze the data collected from its racing bikes and apply the resulting insights to optimizing performance. NetApp HCI enabled the company's engineers to conduct telemetry processing directly inside the box—on the track and in real time. This means that Ducati can analyze data faster than ever before, resulting in more insights in less time, which greatly increases the chances for victory both on and off the track.

"A powerful infrastructure like NetApp HCI allowed us to count on compute and storage performances that saved us time in the development cycle," says Stefano Rendina, IT manager, Ducati Corse. "We now have a more powerful local data center, 6 times the storage capacity, 4 times the compute power, higher storage throughput, and especially a 'real compute' unit to perform our analysis that we did not have in the past."

When Ducati couples this data with algorithms executed in NetApp HCI, the company realizes improved bike settings that can be applied in the next race.

"We also used NetApp Professional Services to create scripts that accelerate the operations as we arrive at a new circuit or when we leave after the race," Rendina says.

ACCELERATING THE ECONOMICS OF TRANSFORMATION

With "connected bikes" and NetApp HCI, Ducati can rapidly gather and process real-time data from bikes around the world, generating insights that engineers can use to optimize performance, safety, and rideability for generations of riders to come. And by moving its data to the hybrid cloud and leveraging NetApp's high-performance computing, Ducati has reduced by 30% the time required to develop prototypes and get new motorcycles to market, while the cost of powering and cooling the company's data center has dropped by 70%.

FROM THE RACETRACK TO THE STREET AND BEYOND

Ducati has now rolled out its "connected bikes" to the streets. The company is collecting data from more than 15,000 motorcycles around the world, with plans to extend that capability to 150,000 bikes by 2020. Ducati monitors a variety of factors—including road conditions, weather,

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environmental temperatures, and driving modes—to gain valuable insights into how these variables impact bike performance. This information helps the company create increasingly intelligent bikes that offer improved performance for riders, while giving Ducati even more detailed data. The data is used as a catalyst for innovation across all lines of business to create the exceptional experience that customers demand.

"The data is leading us in new directions that will take the company to new areas. NetApp knows our business better than we could ever imagine," says Konstantin Kosternarov, chief technology officer, Ducati Motor Holding. "NetApp has been with us every step of the way and always has our back. NetApp is one of the few companies we know that can help virtually every part of our business."

HCI DELIVERS ADVANCES IN DATA MANAGEMENT

NetApp HCI has enabled Ducati to leverage enterprise-class features of NetApp ONTAP®, which has helped improve the sophistication of the iconic manufacturer's data management strategy, including versioning, security, and NetApp Snapshot™ copies. The company has also gained the ability to integrate NetApp HCI with Active Directory to simplify and automate the management of data access. Because of its winning track record with NetApp, Ducati plans to create a disaster recovery and business continuity plan for the first time in the company's history. Ducati's Italian-born passion for performance and NetApp data-driven technology are proving to be a winning combination.

"NetApp has showed us the power of its comprehensive suite of solutions, from all-flash storage systems to HCI to all of the opportunities offered by NetApp cloud data services. The company has helped us capitalize on today's business opportunities while we innovate for tomorrow," says Kosternarov

SOLUTION COMPONENTS

NetApp HCI

All-flash FAS

High-performance computing

Hybrid cloud

Machine learning and artificial intelligence

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