NetApp

USING SUSTAINABLE DATA MANAGEMENT TO DRIVE COMPETITIVE ADVANTAGE

TAG Heuer Porsche Formula E Team and NetApp

FORMULA E TEAM

TAGHeuer

PORSCHE

DATA INFRASTRUCTURE PARTNER

NetApp

BIGGER IMPACT
SMALLER FOOTPRINT

TAG Heuer Porsche Formula E Team has two goals during every race weekend: be the first to cross the finish line, and use every last joule of energy before reaching the checkered flag.

The Formula E environment puts a sharp focus on sustainability, challenging racers to do more with less and maximize the impact of their energy resources. Winning a Formula E race requires mastering energy management — which isn't possible without data.

Porsche Motorsport depends on NetApp to deliver an intelligent data infrastructure that enables split-second decision making, reduces wasted energy, and helps the TAG Heuer Porsche Formula E Team get across the finish line with as close to 0.0% energy balance as possible.

Learn more about NetApp's partnership with TAG Heuer Porsche Formula E Team.

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DATA
AT THE HEART OF DECISION MAKING

On race day, Formula E drivers and teams depend on hundreds of real-time data points to make decisions about when to use and reserve energy. Race-winning decisions can be made only if everyone is working from the same data.

Success starts with simulations

Although it's the on-track decisions that dictate podiums, race-day strategy starts long before Formula E drivers strap into their cars. Porsche Motorsport spends the weeks leading up to a race testing conditions and using simulations to collect critical data. Simulators enable TAG Heuer Porsche Formula E Team to prepare for the unpredictable, providing insights into how external factors, like weather and starting position, change the way energy is used on the track.

Come race day, simulation and live data points inform key strategic decisions — like when to brake to regenerate energy or when to deploy "attack mode" for an extra burst of speed. Highly available, accurate data offers greater control over energy usage and can make the difference between taking the podium — or not.

Better data management = Better energy management

Formula E regulations limit the number of race team members allowed on site on race day. For TAG Heuer Porsche Formula E Team, this means that critical data needs to flow seamlessly and securely between the track and the home base of Porsche Motorsport in Weissach, Germany. Engineers need to be sure that they're working from the same datasets — even when making split-second decisions from across the world.

NetApp gives TAG Heuer Porsche Formula E Team unified control of its data to deliver the seamless flexibility, simplicity, and security needed to meet sustainability initiatives while remaining competitive.
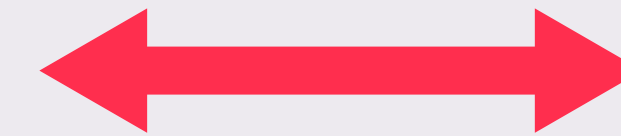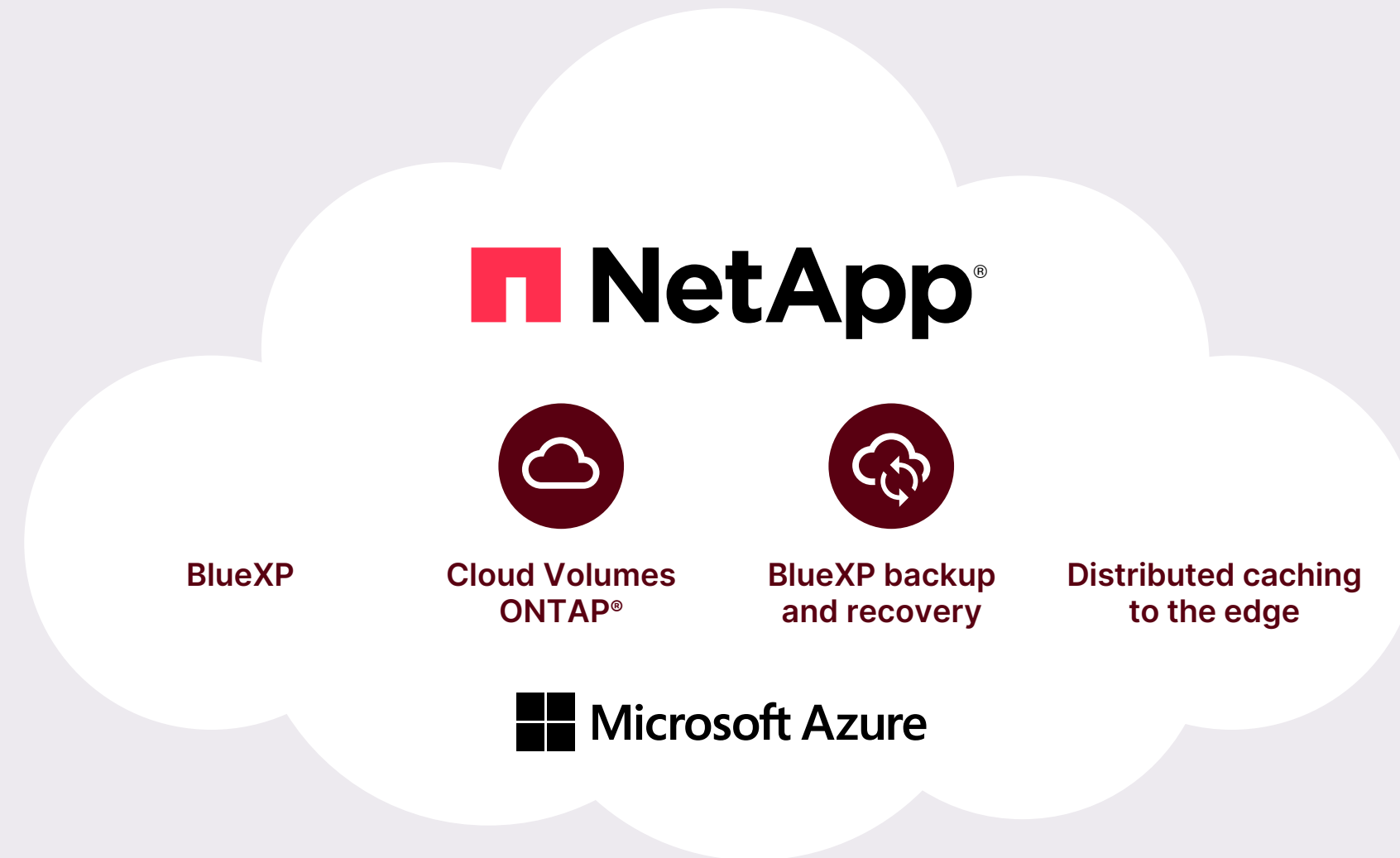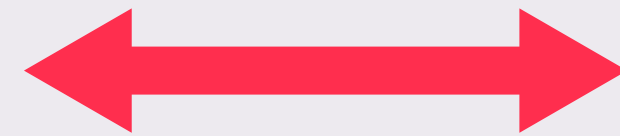
▶ **Watch how data drives sustainable change for TAG Heuer Porsche Formula E Team.**

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ENTERPRISE-GRADE INNOVATION IN THE CLOUD

Racetrack

Motorsport HQ

NetApp®

- BlueXP
- Cloud Volumes ONTAP®
- BlueXP backup and recovery
- Distributed caching to the edge

Microsoft Azure

Edge instance

Edge instance

Data flow *between* the races

Racetrack	
HQ	

Data flow *before* the race

Racetrack	
HQ	

Data flow *during* the race

Racetrack	
HQ	
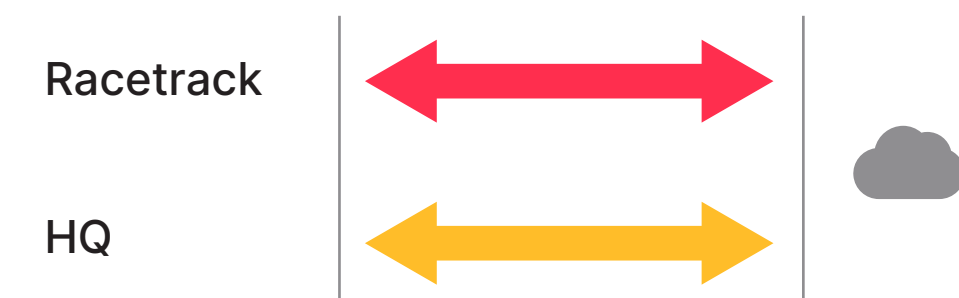
Data flow *after* the race

Racetrack	
HQ	
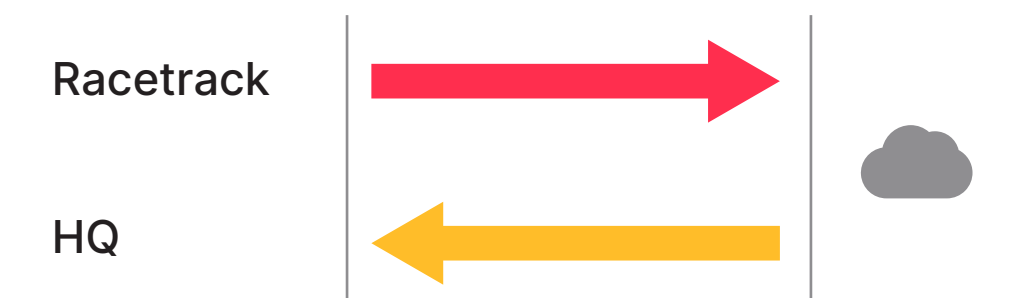
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> *"The solution created by NetApp is unique in the market in how it can move huge amounts of data at high speed while delivering an intuitive experience across edge, core, and cloud so we can design better, faster cars for our race car drivers and car enthusiasts everywhere."*

Friedemann Kurz, Head of Motorsport IT, Porsche AG

BLUEXP:
THE PLATFORM FOR PERFORMANCE

NetApp® BlueXP™ is the heart of TAG Heuer Porsche Formula E Team's intelligent data infrastructure. BlueXP provides unified control of storage and data services to support Porsche Motorsport's intelligent data infrastructure across their hybrid multicloud environments through one intuitive, intelligent interface.

On race day, BlueXP provides fast access to position-defining data, empowering engineers on site and at Weissach to collaborate in real time and make energy-saving, race-winning decisions. It eliminates distributed data management complexity, offering visibility and intelligent insights when pressure to perform is high but IT resources are limited.

BlueXP offers seamless, secure access to critical data, reducing the onsite IT infrastructure needed on race day. Being able to collaborate efficiently across multiple locations cuts the team's travel footprint and the need for local storage.

Data collected during race weekends and in simulations is securely and efficiently stored in the cloud. Cold data is automatically moved to lower-cost, more energy-efficient Azure Blob storage, keeping it available until it's needed while optimizing storage resources and lowering energy consumption

Discover more about BlueXP.

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ON TRACK FOR SUSTAINABILITY

We're racing towards a more sustainable future.

TAG Heuer Porsche Formula E Team's goal is to do more than just win races — it's pushing the limits of energy-efficient performance to showcase the future of sustainability in the automotive industry and beyond. And with data centers consuming 1% of the world's electricity, that starts with building an intelligent data infrastructure.

NetApp is proud to partner with Porsche Motorsport to discover breakthroughs in data management and sustainability.

Learn more about NetApp sustainable technology.

BlueXP
Enables unified management across the whole solution that is easy to use and drives operational simplicity.

Cloud Volumes ONTAP
Consolidates critical data and acts as a hub for Azure-based core storage.

BlueXP Backup and Recovery
Backups and archives consolidated cloud data.

Cyber Resilience
Ensures data accessibility, security, and recovery, no matter where it lives.

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LEARN MORE

→ **Learn more at www.netapp.com**

Sustainability starts with intelligent data infrastructure.
Better data management unlocks new opportunities for sustainable growth in the automotive industry. Discover how to drive innovation, accelerate production, and scale sustainably with NetApp.

🔗 Learn more or get in touch.

About NetApp

NetApp is the intelligent data infrastructure company, combining unified data storage, integrated data services, and CloudOps solutions to turn a world of disruption into opportunity for every customer. NetApp creates silo-free infrastructure, harnessing observability and AI to enable the industry's best data management. As the only enterprise-grade storage service natively embedded in the world's biggest clouds, our data storage delivers seamless flexibility. In addition, our data services create a data advantage through superior cyber resilience, governance, and application agility. Our CloudOps solutions provide continuous optimization of performance and efficiency through observability and AI. No matter the data type, workload, or environment, with NetApp you can transform your data infrastructure to realize your business possibilities. www.netapp.com

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