Organization profile

DS Virgin Racing is at the forefront of electric vehicle technology development—a startup that marks the latest pioneering technology project from the Virgin Group. DS Virgin Racing competes in the global Formula E race series. DS Virgin Racing’s mission to positively impact our planet and its people aligns directly with HPE’s brand values of partnership, transformation, sustainability, and HPE’s Living Progress initiative.

DS Virgin Racing’s goals are to:

- **Transform**—in partnership with industry leaders to develop game-changing technology for the automotive industry and the betterment of society
- **Protect**—working in collaboration with the team and OEM partner to provide a secure data-driven solution that the competition does not have access to
- **Empower**—put race and team data at the heart of research and development to ensure DS Virgin Racing is a leader on and off the track
- **Enable**—focus on nimble, mobile and digital solutions to give the team a true competitive advantage
- **Encourage**—use motorsport as a vehicle to alter consumer perception and accelerate sustainability by participating in some of the world’s largest urban environments

Business situation

The dynamic nature of the electric vehicle technology development industry made it necessary to have a nimble solution that could keep pace. DS Virgin Racing needed to maintain an aggressive technology refresh cycle, balanced with a sustainable approach to managing IT infrastructure assets that were no longer needed.
“DS Virgin Racing has a real need for speed on many levels—but most importantly, we aim to be first to market with efficient electric vehicle technology, giving us an edge in a highly-competitive market. To be a leader, all aspects of our business including our technology and how we acquire, pay for and use it, need to be just as quick. Our partnership with HPE Financial Services has enabled DS Virgin Racing to compete more effectively, accelerating our investment in innovative technology and progress towards our business goals.”

– Mark Roper-Drimie, General Counsel and Company Secretary, DS Virgin Racing

The solution

Efficiency is key to success—whether it’s vehicle technology, IT and analytics or investment approach. HPE Financial Services worked with DS Virgin Racing to develop an IT investment solution to implement, and strategically manage, a robust and leading edge HPE-powered IT infrastructure. The solution was designed to enable DS Virgin Racing to align their costs with income streams and provide both flexibility and scalability to help them adapt to future needs. The solution is structured so that DS Virgin Racing can:

• Bundle hardware, software and services and more easily manage and track assets
• Proactively identify technology refresh opportunities
• Implement new technology as needed to maintain speed and competitive advantage

Benefits

Working with HPE Financial Services, DS Virgin Racing has been able to drive:

• Continuous IT innovation, with the ability to refresh technology as needed and align costs to income
• Efficient use of resources
• Sustainable IT lifecycle, with environmentally responsible and secure IT removal and recycling
• Integrated IT investment solution for infrastructure supporting four primary team facilities, as well as mobile and digital technologies

Learn more at hpe.com/hpefinancialservices

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4AA6-3313ENW, November 2015