Hewlett Packard Enterprise

TEAM PENSKE

How a championship-winning race team cut engineering cycles by 30%

Advanced project management software speeds performance improvements to the track.

CHALLENGE   SOLUTION   RESULTS

View Overview Video

400
major race wins

16
Indy 500 wins

29
National Championships

But Team Penske's engineers were frustrated. They were using a variety of manual tools to track bills of materials and manage other logistics.

- 65% of their time was spent moving Excel files back and forth from one place to another
- 35% was spent on other tasks, including designing parts, getting parts to the cars and to the track, and getting the cars to the track.

If the team hoped to continue its remarkable track record — more than 400 major race wins, 16 Indy 500 wins, and 29 National Championships — they needed to spend less time on management and more time engineering faster cars.

CHALLENGE

How to accelerate the process

In a world where split seconds spell the difference between winning and losing, Team Penske's engineers are under constant pressure to boost the performance of their cars.

"**30 percent of engineering work went back in to focusing our efforts on making a car go faster.**"

Mark Stewart, IT Director, Team Penske

120

hours saved per engineer per month

10-20%

in time returned to design tasks rather than IT administration

190

person-days saved per month

HPE Services helped Team Penske upgrade and customize its product lifecycle management (PLM) software and optimize its PTC Windchill solution. The goal: Help Team Penske engineers use their time more efficiently and productively.

The workshop expedited processes and improved the team's overall performance. Team Penske engineers applied learnings from the workshop in their newly optimized software environment. Now they can collaborate without interfering with each other's designs. That's key, because turnaround times on required design changes are often measured in hours.

SOLUTION

Achieving a common goal: efficiency

Team Penske hired HPE Services to enhance their engineering process. We started with a "digital transformation workshop" where we optimized the team's engineering software to identify workflow inefficiencies and opportunities.

> **"Digital transformation for me means that instead of using physical activities or physical designs we're able to take and do more of the simulation using the CFD as our wind tunnel playground. We can run many different ideas through this big box of compute power."**
>
> Mark Stewart, IT Director, Team Penske

2x

the accuracy
of component
library parts

30%

of engineering work
turned back into focusing
on improving design
quality and speed

40%

reduction in licensing
costs by consolidating
licensing

A productive engineer is a happy engineer. The Team Penske Racing engineering team now spends less time on tedious management tasks, and more time designing and building record-setting cars. They're able to use common tools to reduce translation and data migration errors, in record-breaking time, and to help them continue to win on the race circuit.

RESULTS

The finish line: accelerating time to faster cars

By streamlining tasks and consolidating engineering data center facilities, Team Penske has reduced costs, doubled the accuracy of component library parts, and improved design quality and speed.

USEFUL TIP

"Stick with your winners. If you've had success with them in one area, it's likely to repeat itself in others. So think hard about the risk-reward of seeking greener grass."

Mark Stewart, IT Director, Team Penske

TEAM PENSKE

FORMULA FOR SUCCESS

HPE satisfied Team Penske's need for engineering
and design speed with these technologies.

Team Penske used **HPE Product Lifecycle Management
Services** for end-to-end optimization of Team Penske's
engineering workflows — as well as for upgrading and customizing
its PTC Windchill product lifecycle management (PLM) software.

🔗 **Learn more at hpe.com**