

SportPesa Racing Point



The Customer

SportPesa Racing Point is a formula one racing team based in Silverstone, UK. The team is comprised of around 420 staff. They regularly travel to 21 locations around the world, therefore they require a communications system that can travel with them. Communicating effectively between trackside and their base gives them the competitive advantage.



The Challenge

- Enable mobile convergence with phone system
- Ensure reliability with a high availability fail over
- Allow team to travel internationally with a plug-and-play solution
- Give teams the ability place video conference calls



The Solution

- iPECS UCP 2400
- iPECS Business DECT
- iPECS LIP-9020 handsets
- iPECS LIP-9071 handsets
- iPECS UC Mobile Application



The Benefits

Work from anywhere - With the Ericsson-LG iPECS system the customer can travel to any global location with broadband connectivity. Then all they need to do is plug in handsets and use their communications system as if they were back at their base in Silverstone. This means that trackside, the base, and the factory can always keep in constant contact. Mobile applications also mean that team members can use their own mobile devices as if they were part of the business phone system.

Powerful handsets - The majority of the team are using iPECS LIP 9020 handsets at the base in Silverstone. These handsets require a single Ethernet cable for operation. This reduces installation and maintenance costs and eliminates the need for excessive cabling. In meeting rooms the iPECS 9071 handset is deployed. This allows team members to conduct HD video conferences with others from around the globe.



We commended the Ericsson-LG iPECS system for a number of reasons really not least the fact that the system is very reliable so we are going to be on five lines reliability particularly when we include the active stand-by option. Thereafter it's about functionality, so it's about a number of things the team could do on their existing system but also a number of things that they could do moving forwards such as the fixed mobile convergence and running an app on the phone to allow them to use the system on their mobile phone. ”

Adrian Collinson,
SportPesa Racing Point