

## **NextiraOne is the winning formula for Red Bull Technology**

Communications specialist is all geared up to support Formula 1 racing team

**[Lichfield] – 22 September, 2009.** Europe's leading expert in communications services, NextiraOne, has signed a new three-year network maintenance and operational support contract with Red Bull Technology.

The new contract, which is due to run until 2012, will keep Red Bull Technology's communications systems running smoothly, ensuring the racing and development teams have reliable telephony and data communications at all times. A trusted communications service partner for several years, NextiraOne's experts helped to design, build, maintain and improve the voice and data infrastructure which keeps Red Bull Technology's teams connected at all times, from trackside and wind tunnel to its headquarters in Milton Keynes.

Red Bull Racing is one of the top names in Formula 1, having started when the team took over the Jaguar Formula 1 team at the end of 2004. It currently lies second in the 2009 F1 Constructors' Championship. Red Bull also runs the Red Bull Junior Team which encourages promising young drivers and helps them to reach their goal of Formula 1.

With a strong reputation for the quality of its racing, development teams and cars, Red Bull Technology and Red Bull Racing need reassurance that every part of the organisation and infrastructure is performing to the highest standards. This includes the communications platform the company uses to handle voice and data, transmitting vital information, performance data and statistics between the track and factory, as well as handling telephony throughout the company's sites. Designers and engineers often work around the clock to test the cars and improve performance before and during Grand Prix races – so the reliability and availability of the communications infrastructure is a critical part of the continued success of the team.

Signed in January 2009, the new operational support contract means that NextiraOne is always available to maintain the Local Area Networking, Security and Unified Communications solutions which provide the telephony and data centre functions at the heart of Red Bull Technology's communications platform.

The new contract provides a comprehensive 24/7 maintenance service for all critical communications equipment. NextiraOne experts in Cisco Unified Communications Solutions will also provide consultancy services to help with projects designed to optimise Red Bull's headquarters and trackside networking implementations, including Local Area Networking, Security and Unified Communications.

Matt Cadieux, Red Bull Technology's CIO, said: "We have worked with NextiraOne for several years now and this new contract builds on our existing trusted relationship. Communications are a vital part of our operation and this agreement gives us the peace of mind that we can call on NextiraOne Experts at any time."

Steven Skakel, Managing Director UK & Ireland at NextiraOne, said: "In the fast-paced environment of Formula 1 racing where every thousandth of a second at the trackside counts, Red Bull needs to know that its communications are 100% reliable. At NextiraOne we are geared up to provide this exceptional level of service and our experts know how to optimise systems to meet the exacting needs of the Red Bull operation."

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#### **About NextiraOne**

Headquartered in Paris, NextiraOne are Europe's leading experts in communications services. The company designs, installs, maintains and supports all of its customers' communications needs from voice to mobility, security and applications. NextiraOne provides seamless, end-to-end communications solutions working with the leading technology vendors in the industry to deliver maximum business benefit to customers.

Discover more at: <http://www.nextiraone.co.uk> and <http://www.nextiraone-eu.com>

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