



CLIENT EXPERIENCE

Ferrari drives innovation through information technology with TCS expertise

Customer
Scuderia Ferrari

Industry
Manufacturing

Offering
Engineering and Industrial Services, Infrastructure Services, & IT Services

The Ferrari name is synonymous with racing and outstanding performance. Throughout its history, Ferrari has been noted for its use of cutting edge technology in its product design and quality. When a technology-packed Ferrari zooms by, the world stops to take notice. In line with its focus on technology in its core business, Ferrari firmly believes in the value of information technology to support its product innovation programs.

Ferrari first engaged TCS in 2004 to improve the quality of services, while controlling costs, in the area of design support systems (CAD, CAM, PLM). This relationship has since strengthened through continuous collaboration between the Ferrari and TCS teams. Taking advantage of the joint capacity to design and select cutting-edge technologies to support innovation, Ferrari retains its position on the fast track.



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Established in 1947, Ferrari is a sports car manufacturer based in Maranello, Italy specialising in racing and luxury sports cars. The company is a leader in technology advancements in aerodynamics, engines, and systems. Ferrari has been associated with the Formula One World Championship since its first year of existence, in 1950, and has enjoyed tremendous success. Ferrari is the only Formula One constructor to participate in all Formula One races since inception.

Business Situation

To sustain its leadership position in racing as well as luxury segment, Ferrari must maintain its technological superiority as well as adhere to stringent and dynamic changes of regulations. Ferrari has heavily relied on IT to fundamentally achieve success in the product innovation process. Managing the complex IT environment, supported by multiple vendors, is a critical challenge for every company. In addition, Ferrari needs to continually upgrade its hardware and software platforms to provide cutting edge business support while maintaining the typical levels of availability in a mission critical operating environment.

Ferrari wanted to enhance continuous improvement and administration in the following activities:

- Integrate business processes in product lifecycle tools
- Establish a synchronised platform that provides access to the latest data
- Automate internal processes to drive improved process efficiencies and reduced cycle time

To retain and enhance its focus on core product development activities, Ferrari required a reliable partner who could provide support and administration for their Computer Aided Design (CAD), Computer Aided Manufacturing (CAM), and Product Life-cycle Management (PLM) applications, and perform hardware and software upgrades or migrations. Its cars demonstrate high performance levels under extreme conditions and Ferrari sought a partner who could meet the same standards.

Ferrari partnered with TCS because of its diverse technical expertise and knowledge in engineering and PLM customisation, along with TCS' reliable, scalable, and cost-effective delivery model that provides an expanded support window.

TCS Solution

The TCS - Ferrari relationship began in 2004 with TCS providing support services and additional staff to manage Ferrari's IT requirements.

In 2006, TCS conducted a PLM benchmark study jointly with Ferrari and provided recommendations based on a detailed understanding of Ferrari's business processes.

The services portfolio provided by TCS expanded further in 2007 and TCS started end-to-end turnkey engagements in CAD migration and other breakthrough technology implementations.

In 2008, TCS established a dedicated Ferrari Offshore Development Center (ODC) in Chennai, India. The ODC leverages TCS' Global Network Delivery Model™ (GNDM™), connecting Chennai to Maranello and providing Ferrari with additional services. The ODC comprehensively caters to Ferrari's software development, product engineering and quality assurance demonstrating a global model of execution of agile methodologies, development and testing needs.

Given the breadth of services provided, the ODC leverages the expertise of the following TCS centers:

- R&D Center in Pune
- PLM Center of Excellence (CoE) to benchmark PLM products and identify future PLM solutions
- Manufacturing CoE to implement digital manufacturing and flexible manufacturing solutions
- Global Consulting Practice to identify process defects and provide feasible solutions
- Infrastructure Innovation Lab to boost application performance leveraging multicore processors

Today, TCS provides an extended portfolio of services to Ferrari and supports the racing and luxury cars division across various areas of the technology value chain. As part of the engagement with the luxury cars division of Ferrari, TCS completed the Computer Aided Engineering (CAE) simulations certification after successfully executing cutting edge benchmark projects.

In a 2008 Lifeline Survey, Ferrari recognized TCS as its 'Technology Advisor', which underlines the strong relationship between the legendary automotive manufacturer and TCS. Also in 2008, TCS received the Ferrari Innovation Award for its ability to use technology services to drive innovation in one of the most competitive and technologically advanced areas of automobile engineering.

Benefits

TCS and Ferrari work together to deliver:

- Expanded support window and cost advantage
- Reduced lead times for design phase
- Improved flexibility and agility of the IT landscape through the new PLM system
- Better quality and user acceptance through detailed testing procedures
- Reduced implementation time, lower costs and enhanced risk management through process documentation
- Process automation through the use of innovative tools

“ In TCS we have found a partner, who can both help us to improve our innovation pace and fulfill our flexibility needs. TCS was awarded the Ferrari Innovation Award for its outstanding technology know-how and leadership in supporting innovation.”

- **Dario Castello,**
CIO, Ferrari

“ There is no other company that can offer the complete breadth of services that the Tatas can. ”

- **Piergiorgio Grossi,**
Racing Team,
IT Manager, Ferrari

About Tata Consultancy Services

Tata Consultancy Services is an IT services, business solutions and outsourcing organization that delivers real results to global businesses, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled services delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development.

A part of the Tata Group, India's largest industrial conglomerate, TCS has over 160,000 of the world's best trained IT consultants in 42 countries. The Company generated consolidated revenues of over US \$6.3 billion for fiscal year ended 31 March 2010 and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at www.tcs.com.

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