



MCLAREN GROUP USES LOGITECH'S VIDEO COLLABORATION SOLUTIONS AND DESKTOP PERIPHERALS TO BOOST ITS INNOVATION, CREATIVITY AND COLLABORATION

McLaren Group is a British high technology company involved in Formula One racing and applied automotive technologies. Underpinned by a reputation for excellence and the unremitting desire to win, McLaren Group uses Logitech's video collaboration solutions and desktop peripherals to give it the edge both on and off the track, fostering day-to-day collaboration between remote teams and equipping each individual with the best tools for their specific job.

INDUSTRY

Formula One

LOCATION

United Kingdom, USA, Spain

WEBSITE

www.mclaren.com/formula1

PRODUCTS USED



Logitech BRIO 4K Pro Webcam



Logitech SmartDock



Logitech MeetUp

THE CHALLENGE

As McLaren expanded its operations globally, and with a workforce spanning remote home workers, external agencies and track-side teams, it was faced with the task of maximising collaboration between these dispersed entities and ensuring each team had the correct desktop peripherals to work to the best of their ability.

Recognising the huge potential that video collaboration had for its business, both on and off the track, McLaren wanted to video-enable every meeting space across each global location, whilst keeping control of its budget and finding solutions that both matched its brand aesthetics and would be compatible with the range of video platforms used across its employee, contractor and partner base.

McLaren also has to continuously push forward and deliver improved results; this is as true off the track as on it. McLaren realised that the existing 'one size fits all' approach to desktop peripherals wasn't helping it get the best out of its varied workforce. With each team having different requirements depending on the job they are doing, McLaren needed to equip each worker with the best tools possible to foster performance. This meant it would need to take a very personalised approach to equipping its team.

SOLUTION

With the number and variety of workspaces that needed video enabling, McLaren chose video solutions from across Logitech's range, from those designed for desktops through to small huddle rooms and up to large board rooms. These included MeetUp (Logitech's all-in-one video conference solution for huddle rooms and small conference rooms), GROUP (the affordable ConferenceCam for larger-sized conference rooms), Logitech SmartDock (an AV Control Console designed for Skype for Business/Microsoft Teams) and Logitech BRIO 4K Pro Webcam, used widely by the trackside teams.



Logitech MX Master 2S



Logitech GROUP



Logitech CRAFT

To meet the varied needs of McLaren’s workforce, Logitech provided an extensive user profiling service for its desktop peripherals, helping the organisation better understand which solutions could help staff in different roles be most productive. Rather than taking a one size fits all approach, McLaren was able to tailor its peripheral choices based on job roles, for instance selecting the Logitech MX Master 2S (Logitech’s flagship mouse, featuring Logitech FLOW for multi device control) and Logitech CRAFT (Logitech’s flagship keyboard, with creative input dial) for high-end engineers. Thanks to Logitech CRAFT, Randeep Singh, McLaren’s Head of Race Strategy is now able to scroll effortlessly through pages of data with the creative input dial, helping him to make race-changing decisions quicker. The time-margins for the team are razor thin, so even small improvements can pay big dividends.

RESULT

The combination of Logitech’s desktop peripherals and Video Collaboration tools have unlocked further productivity at McLaren, by allowing users better, more intuitive and streamlined ways of working, and for collaborating with each other. Through clear and crisp video calling, remote teams can collaborate as if they were in the same room, and peripherals tailored to each employee’s working requirements allow them to achieve their full potential. Reliability, ease of use and design are implicit in each solution, aligning with McLaren’s own values and helping give the team the edge to maximise performance and innovate on the track.



“What a lot of people don’t realise is that McLaren is really a technology company. We rely on a team of world class technology specialists to keep us at the cutting edge. As CIO, part of my role is to make sure that IT is an enabling force. Ensuring our teams can communicate and collaborate with ease is a big part of that. Logitech’s systems have become an integral part of how we work here at McLaren.”

KAREN MCELHATTON
Group Chief Information Officer, McLaren Group

