

**INDUSTRY**

Professional Sailing

CHALLENGE

British sailing team looks to IT to deliver agility, reliability and speed in its bid to win one of sport's oldest and more revered trophies — the America's Cup.

SOLUTION

Dell EMC VxRail™ Hyper-converged Infrastructure Appliance

RESULTS

- Improved performance and collaboration
- Reduced risk to critical applications and data
- From cardboard boxes to full deployment in under a day
- Spin up vital VMs in less than 15 minutes

LAND ROVER BAR

Quest for America's cup glory leaves no margin for error

HIGH-PERFORMING DELL EMC VXRAIL APPLIANCE OFFERS LAND ROVER BAR (BEN AINSLIE RACING) AN EXTRA CREW MEMBER

In the words of Olympian, Sir Ben Ainslie: "Bringing the America's Cup home to Britain has been my lifelong dream. By working harder and smarter we can overtake existing teams and achieve success." A two-year-old America's Cup upstart, Land Rover BAR's singular mission is to bring the trophy home to Britain for the first time since its inception in 1851.

Ainslie's team is constantly working within tight schedules to design and build a world-beating racing boat, train the crew, and hone performance with both live trials and sophisticated simulation tools.

Success depends on fast, secure access to real-time performance data and core applications like VMware, SQL, Microsoft Exchange, and Microsoft SharePoint—at sea and anywhere in the world.

“As a first-generation America’s Cup team we’ve come a long way in a short time. We’ve still got a great deal to achieve, and I’m confident that with Dell EMC we have the right tools and the right team to get out there, compete, and perform.”

— Sir Ben Ainslie, Team Principal & Skipper,
Land Rover BAR

THE CHALLENGE

In a matter of months, Land Rover BAR hired and trained a close-knit team of skilled designers, engineers, simulators, performance evaluators, and boat crew at its Portsmouth HQ. The next step was to get the right IT in place to develop a world-class sailboat and become a serious contender.

In short, the IT infrastructure had to have the same characteristics as the boat: agility, reliability, and speed. Real-time data will be gathered from hundreds of on-board sensors during trials and racing for rapid post-race analysis. “The more racing data we can get, the better the design team’s analysis and the higher the boat’s performance,” explains Ainslie. “That’s what we need to win.”

THE SOLUTION

A Dell EMC VxRail™ Hyper-converged Appliance is what’s making it possible. “We went from cardboard boxes to full set up with all VMs up and running in less than a day,” says Peter Jones, Head of IT, Land Rover BAR. “It provides all the horsepower we need in the smallest physical footprint available.”

The [hyper-converged infrastructure](#) comes complete with pre-installed VMware vSphere and Virtual SAN, and Dell EMC storage. In addition, Dell EMC’s RecoverPoint is being used for full data replication, and Avamar for robust backup and Recovery. Dell EMC Isilon provides low cost, efficient storage for videos captured when the boat’s being put through its paces.

“When we test a new design we have confidence in our data, which helps us design the lightest, fastest components for the boat,” explains Tom Cheney, Data Architect Team Lead for Land Rover BAR.

THE RESULTS

Land Rover BAR has sharpened its competitive edge with a VxRail Appliance to accelerate collaboration on boat development and honing sailing tactics.

“With old technology it was days before we could do anything useful with the data,” says Jones. “Our VxRail Appliance enables the team to do some serious number-crunching for daily debriefs the minute they finish sailing.”

Single pane-of-glass management means IT is more able to rapidly spin up, simulate, and test new concepts—keeping pace with changing America’s Cup rules.

“Data transfer speeds, accuracy, and reliability are absolutely critical and there’s no margin for error,” says Ainslie. “It’s all about making the right decisions at exactly the right time to improve the boat’s performance.”

The dramatic reduction of downtime or data loss allows the team to replicate identical sets of infrastructure, applications, and data anywhere in the world. That means remote Land Rover BAR teams can be on the same page as Portsmouth personnel.

Sir Ben Ainslie concludes: “As a first-generation America’s Cup team we’ve come a long way in a short time. We’ve still got a great deal to achieve, and I’m confident that with Dell EMC we have the right tools and the right team to get out there, compete, and perform.”

