



CrowdStrike Customer Case Study



Every Second Counts: Ensuring Protection With CrowdStrike As The Formula One Team Pushes The Theoretical Limits Of Design

Formula One™ is a celebration of the extreme: speed, risk, stakes and success. But while the sport is steeped in adrenaline and emotion, it is grounded in science and math. The pinnacle of motorsport, F1 racing is not just a form of entertainment, but a feat of modern-day engineering.

The Mercedes-AMG Petronas Formula One Team is one of the most dominant forces in F1 today, and a company that recognizes the role of technology and data in competition. The organization draws 18,000 channels of data on its racing cars, measuring everything from pressure and temperature to acceleration and force. Vehicles are equipped with as many as 300 sensors, collectively generating one terabyte of data each race weekend, all of which is transported to the trackside engineering team and the factory in near real time.

“As a team we generate, process and analyse significant amounts of data, very quickly – we must ensure our information systems are an enabler for performance, not a blocker, but conversely we also need to ensure they are secure” explains Michael Taylor, IT Director at the Mercedes-AMG Petronas Formula One Team.

Compounding matters further is the team’s proverbial “need for speed.” “In F1, performance is everything, time is our biggest challenge/opportunity” notes Taylor.

In CrowdStrike, the Formula One team found a partner that understands this distinction. The market leader in cloudbased endpoint protection, detection and response, CrowdStrike has built its reputation on superior protection delivered at stunning speed. The organization embraces the “1-10-60 rule,” which sets the goal to detect suspicious activity, investigate a threat and successfully contain and remediate the incident within 1, 10 and 60 minutes, respectively. And, like the Mercedes-AMG Petronas Formula One Team, CrowdStrike is built on a culture of continuous innovation — pushing the boundaries of technology and engineering in pursuit of competitive advantage.

A Race To Win And A Reputation To Preserve

While security has become a top concern for every organization, it has reached a fever pitch for organizations like Mercedes F1. Its world-class reputation as a leader in the racing industry makes the brand a potential target for a host of digital adversaries.



AMG
PETRONAS
FORMULA ONE TEAM

INDUSTRY

Engineering

LOCATION/HQ

Brackley, England

CHALLENGES

- Protect intellectual property
- Continuously monitor threat landscape
- Eliminate burden of managing a cybersecurity program

SOLUTION

The Mercedes-AMG Petronas Formula One Team partners with CrowdStrike® Falcon Complete™ managed endpoint security for holistic, real-time protection against entire threat spectrum

“Thanks to CrowdStrike, we know exactly what we’re dealing with, which is a visibility I never had before.”

Rob Thomas

Mercedes-AMG Petronas Formula One Team COO



"We're an immensely successful team in a global sport representing a prestigious brand – which naturally makes us a target, so security is of utmost importance" says Taylor.

This focus on security is a relatively recent phenomenon in the F1 world. In today's threat landscape, risk exists well beyond the closed course of the racetrack. The Team's intellectual property (IP) has implications in a number of industries, which means that the organization must take extra precautions to ensure the end-to-end security of its data and trade secrets.

Another challenge in the racing world is mobility. As part of a global sport, the team relocates almost weekly to participate in events in more than 20 countries each year. As such, the company doesn't just need to secure its on-site premises, such as its factory and home office, but also ensure that the on-the-ground team receives iron-clad protection no matter where it happens to be.

"The world is getting riskier and more dangerous," explains Rob Thomas, COO of the Mercedes-AMG Petronas Formula One Team. "Being aware of the risks and putting processes and systems in place to ensure our security is crucial to our success going forward."

Staying Ahead With Intelligence From Around The World

Like many CrowdStrike® clients, the Mercedes-AMG Petronas Formula One Team recognized that it needed outside assistance to develop and deploy an end-to-end security strategy. Taylor explained that part of the appeal of CrowdStrike was its business model. The CrowdStrike Threat Graph® is a proprietary security tool that collects high-fidelity telemetry from millions of endpoints around the globe, analyzing and indexing trillions of events per week for quick and efficient access. In this way, clients like the Mercedes F1 team don't only have the benefit of monitoring their own network for suspicious activity, but are also able to proactively identify and respond to threats detected by CrowdStrike on other client networks.

"By analysing the millions of data points generated by a vast and diverse customer base, often in real time, CrowdStrike are able to provide our team with a comprehensive and clear picture of exactly what is happening across the globe, 24/7. That's an essential ingredient in protecting us from issues long before they become a problem" explains Taylor.

CrowdStrike professionals also integrate with the client team seamlessly, acting as strategic advisors, watchdogs and an emergency response team all in one. According to Thomas, one of the most helpful aspects of the CrowdStrike relationship is the preparation of an intelligence report before each race. This document outlines the potential threats present at each event and what is being done proactively to neutralize them. It also includes specific recommendations for the team, such as what devices may not be safe to take to the venue or which should be switched off at certain times.

"Thanks to CrowdStrike, we know exactly what we're dealing with, which is a visibility I never had before," says Thomas. "That gives me a good deal of comfort."

Geoff Willis, Director of Commercial Engineering for the Mercedes-AMG Petronas Formula One Team, agrees: "At the end of the day, Mercedes F1 is fundamentally an engineering organization. We rely on our partners – in particular on CrowdStrike – to make sure that we have the cybersecurity that will ensure our success."

RESULTS



Threat-hunting support team monitors security 24/7



Continuously, globally-sourced threat intelligence provides protection in the varying 20+ countries the team travels to each year

ENDPOINTS



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Geoff Willis

Mercedes-AMG Petronas Formula One Team, Director of Commercial Engineering



CrowdStrike: Superior Protection And Stunning Simplicity

There is perhaps no greater example of the value of incremental optimization than Formula One. Each improvement, no matter how small, contributes to the overall speed and performance of the car. Insignificant on their own, these actions, when taken together, enable important efficiency gains, unlocking potential that is otherwise unachievable through a siloed design approach.

"Formula One cars are very sophisticated," says Willis. "In order to extract the full potential from the car, we operate very close to the theoretical limits to which it's been designed."

The Team recognized the same capability in CrowdStrike. A revolutionary in the cybersecurity market, CrowdStrike combines the best of both worlds: superior protection and stunning simplicity. The CrowdStrike Falcon® platform leverages a single, lightweight agent to manage the entire threat spectrum, including prevention, detection and response. Meanwhile, Falcon's cloudnative technology enables continuous monitoring of the threat landscape, thus eliminating the need for clients to complete manual scans.

"CrowdStrike ticked every box of our Security Partner assessment criteria – technically advanced, simple, lightweight and intuitive toolset, shared values and ethos and a brilliant understanding of our business context and challenges," explains Taylor.

For these reasons, Taylor selected Falcon Complete™, a turnkey solution that delivers instantaneous endpoint protection as a service. As the name implies, Falcon Complete combines four industry-leading capabilities, including prevention, detection and response, IT hygiene, proactive threat hunting, and a 24/7 support team. Through this integrated solution, Mercedes F1 receives the highest level of security maturity delivered immediately, without the burden of building and managing a cybersecurity program or hiring and training staff.

"Falcon Complete was a great fit for our team – simple to deploy very quickly, along with an intuitive, cloud based management portal and onboarding process" explains Taylor.

He continues: "The depth and level of expertise which CrowdStrike possess is critical in making the right decisions, quickly and effectively, without negatively impacting our business"

Taken together, the benefits provided by the CrowdStrike Falcon platform enable the Mercedes-AMG Petronas Formula One Team to deploy an end-to-end security solution against threats around the world and the track. Scalable and flexible, CrowdStrike solutions are capable of growing with the organization's needs and responding to an increasingly complex threat landscape. Finally, the combination of cloud-native technology and a single, lightweight agent make CrowdStrike an effective and efficient solution without compromising speed or performance.

"CrowdStrike are a dotted line extension of our IT Department, delivering and operating a key capability, efficiently and effectively" concludes Taylor.

CROWDSTRIKE PRODUCTS

- Falcon Complete
- Falcon Prevent™
- Falcon Insight™
- Falcon OverWatch™
- Falcon Discover™
- Falcon Device Control™
- Falcon Search™
- Falcon X™
- Falcon Spotlight™

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Michael Taylor

Mercedes-AMG Petronas Formula One Team, IT Director

ABOUT CROWDSTRIKE

CrowdStrike Holdings, Inc. (Nasdaq: CRWD), a global cybersecurity leader, has redefined modern security with the world's most advanced cloud-native platform for protecting critical areas of enterprise risk – endpoints and cloud workloads, identity and data. Powered by the CrowdStrike Security Cloud and world-class AI, the CrowdStrike Falcon® platform leverages real-time indicators of attack, threat intelligence, evolving adversary tradecraft and enriched telemetry from across the enterprise to deliver hyper-accurate detections, automated protection and remediation, elite threat hunting and prioritized observability of vulnerabilities.

CrowdStrike: **We stop breaches.**

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