ASTON MARTIN

AT ASTON MARTIN LAGONDA, IT ACCELERATES TO THE SPEED OF BUSINESS

Summary

Company:
Aston Martin Lagonda

Industry:
Manufacturing

Business Challenges:
Build a flexible network to support diverse manufacturing and office environments.

Technology Solution:
- *QFX5100 and QFX5110 Switches*
- *EX4300, EX2300, and EX2200 Ethernet Switches*

Business Results:
- *Accelerated IT to meet the speed of business*
- *Created a consistent network that supports diverse office and manufacturing requirements*
- *Empowered automotive design and production teams to work easily with CAD, modeling, and engineering software*

Aston Martin Lagonda is one of the most prestigious British sport car brands. In many people's minds it is irrevocably James Bond's car of choice, the ultimate in style, excellence, and beauty. It also has a rich heritage in sports car racing, including Le Mans and the World Endurance Championship. The innovative company fuses craftsmanship, design, and technology to create iconic cars like the DB11, Rapide S, DBS Superleggera, and Vantage. The company is relaunching its Lagonda brand in 2021 as the world's first luxury electric vehicle company. To power its flexible network infrastructure, the company relies on a Juniper network.

Aston Martin Lagonda takes luxury cars to a new level. As part of its strategic plan to build a long-term, sustainable automotive business, the company developed its Second Century plan to create seven new models in seven years, including Lagonda all-electric vehicles.

"Aston Martin exists to be the great British sports car brand that builds the most accomplished automotive art in the world," says Steve O'Connor, director of IT at Aston Martin.

To deliver on its Second Century plan, Aston Martin Lagonda needed to better align business and IT. Information technology supports the heart of the business— everything from in-house software development, automotive design and engineering, and hand-crafted production to everyday finance, marketing, and other business operations.

"The IT department's biggest challenge was to move with the speed of business," says O'Connor. "We needed to be more innovative, agile, and responsive to deliver IT services faster."

"IT is viewed these days as a utility. It just needs to work. It's key for us to have a network that is proven and gives us the outcomes that we need as a business. Juniper delivers that."

- Steve O'Connor, director of IT, Aston Martin

Finding the Right Network Partner

IT transformation began at Aston Martin Lagonda's head office in Gaydon, Warwickshire, United Kingdom. The global headquarters' network had grown organically over the years, and it supported the diverse technology needs of the manufacturing and office environments.

"We wanted a consistent network platform across the two environments on which we could run our IT functions," says Darryl Alder, network architect at Aston Martin.

Aston Martin Lagonda selected Juniper Networks to bring more agility to its network services.

"The first thing I look for in any potential partner is someone who is going to be an extension of my IT function," O'Connor says. "Once we met Juniper and understood how their business related to our business, it was quite clear that Juniper would give us the extension of the IT function that we needed."

"With Juniper, we have a high-performance network that is simpler, more consistent, and easier to support. Juniper gives us a better return on investment."

- Steve O'Connor, director of IT, Aston Martin

Agile Networking for the Performance-Minded

Aston Martin Lagonda uses Juniper switching at Gaydon and 30 other locations around the world, including manufacturing facilities, engineering centers, administrative offices, and customer-facing performance centers and brand centers. Enterprise applications run smoothly, and automotive and product development teams can work easily with heavy-duty design tools such as CAD.

In December 2019, Aston Martin will open a new manufacturing facility at St Athan, a former Royal Air Force base in South Wales. It transformed three super-size aircraft hangars on the 90-acre site into a state-of-the-art manufacturing facility. St Athan is the sole production facility for the Aston Martin DBX, the brand's first SUV. In 2018, it was named as Aston Martin Lagonda's "Home of Electrification" and the manufacturing home of the Lagonda brand.

"Our new manufacturing facility in St Athan is a good opportunity for the IT function to apply all of the new thought processes and everything we learned within the Gaydon site to a greenfield location," says O'Connor.

Rev Up the Pace of IT

"One of our challenges was to change the perception of the IT function within the company," O'Connor says. "We were traditionally seen as unresponsive and unable to meet demands. One of our key priorities to drive through the IT function is to keep the customer's needs in mind so we can deliver valuable IT services."

Now, the IT team moves fast and scales up quickly to meet new business objectives. "We deployed a new network at six sites with diverse requirements in 12 months, including at our head office. Juniper gives us the agility to stay ahead of the curve."

"We have changed the perception of IT," O'Connor adds. "We've turned that conversation around and have become an enabler to innovation."

A Simpler, Consistent Network Delivers Agility

"With Juniper, we have a high-performance network that is simpler, more consistent, and easier to support," says O'Connor. "Juniper gives us a better return on investment."

Aston Martin uses Juniper Networks® EX4300, EX2300, and EX2200 Ethernet Switches for campus switching at its offices and manufacturing sites. As Alder explains, "The EX4300 is really important because it has gigabit connectivity on all of the ports, which is really important for our design team to work effectively.

In its data center, Aston Martin Lagonda uses the Juniper Networks QFX5100 and QFX5110 Switches for its IP fabric. "With the fabric, we can put all of our Layer 3 connectivity in the core and keep Layer 2 in the access, which allows us to be quite scalable," says Alder. "I can easily add new switches to the core without any changes to the network architecture."

Network issues are few and far between. In the past two years, only three percent of service desk tickets were network-related.

The Aston Martin Lagonda network team appreciates the simplicity and reliability of the Junos® operating system, which runs across Juniper's routing, switching, and security platforms.

"Junos OS is really easy for the team to manage," says Alder. "We can effectively template the configurations and it's really easy to deploy any extensions to the network."

At the same time, the network team is advancing its use of automation. "With automation, we don't need to bring more people on and we can consistently scale up," O'Connor explains.

"The simplicity of Juniper means that we can be a lean network team," Alder adds.

A Grounded Relationship

The relationship between Aston Martin Lagonda and Juniper is strong.

"One of the key differentiators with Juniper is the relationship that our technical team has with the Juniper technical team," says O'Connor. "It's on a peer-to-peer level, and that's really key because it gets us to where we need to be to keep the business running."

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For More Information

To find out more about Juniper Networks products and solutions, please visit www.juniper.net.

About Juniper Networks

Juniper Networks brings simplicity to networking with products, solutions and services that connect the world. Through engineering innovation, we remove the constraints and complexities of networking in the cloud era to solve the toughest challenges our customers and partners face daily. At Juniper Networks, we believe that the network is a resource for sharing knowledge and human advancement that changes the world. We are committed to imagining groundbreaking ways to deliver automated, scalable and secure networks to move at the speed of business.

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