



# Hendrick Motorsports

## Hendrick Motorsports Drives Excellence with Interactive Flat Panel Displays, State-of-the-Art Projectors and Print Management

### About the Customer

Founded by Rick Hendrick in 1984, Hendrick Motorsports is the winningest team in NASCAR® Cup Series history. At the sport's premier level, the organization holds the all-time records in every major statistical category, including championships (14), points-paying race victories (284) and laps led (more than 95,000). On its campus spanning more than 100 acres and 600,000 square feet of buildings, Hendrick Motorsports designs and develops tools to support its high-performance racing operation. That takes non-stop collaboration between its engineers, designers, mechanics, fabricators and pit crews to continually drive excellence throughout the organization to win races and championships.

### Challenge

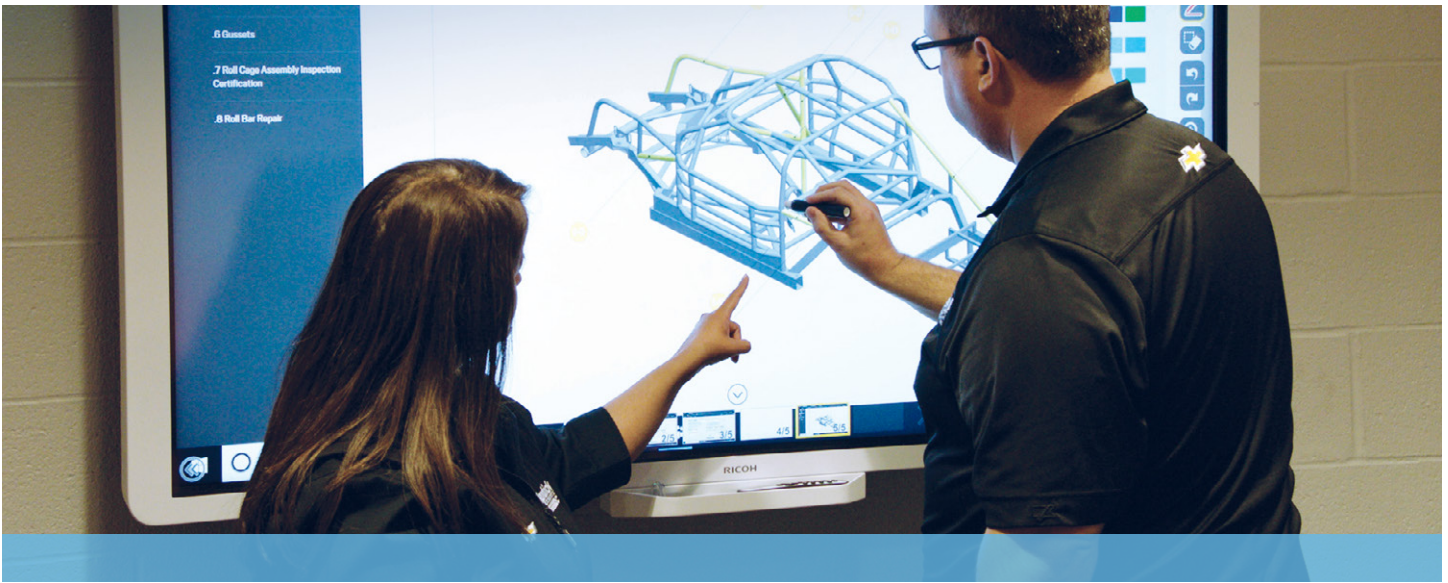
- Lack of interactive technology tools to enhance team and pit crew training
- Manual, multi-step static whiteboard collaboration process
- Lack of bright, vibrant projection technology to display race footage
- Overgrown print fleet, lack of visibility into costs



*"The partnership with Ricoh has carried our digital transformation down to the final mile."*

**Matt Cochran, Director of Information Technologies**





*“Utilizing Ricoh interactive flat panel displays saves us approximately 10 hours of meetings per week by not having to switch between projectors, whiteboard and PCs. Now we can just show up and use a single device for everything.”*

**Matt Cochran,**  
Director of Information Technologies

Each of Hendrick Motorsports’ four race teams has a pit crew where members practice and work on techniques to improve their pit stops. Yet the technology they used to analyze race footage was time consuming and lacked interactive functionality. Footage was viewed on a monitor or laptop — with no ability to easily freeze frame, stop or edit to enhance discussions and training. Hendrick Motorsports needed a way to enhance pit crew training and analysis for each of its four teams.

Likewise, collaboration between Hendrick Motorsports’ engineers, designers, mechanics and fabricators was mostly manual and required multiple steps. That’s because they used traditional wall-mounted whiteboards and Post-it Notes to collaborate in meetings. When the meeting ended, staff had to take a picture of their ideas and email it to meeting attendees to preserve their progress. After multiple meetings, it became increasingly difficult to determine which version was most recent. Increasingly, the company wanted to improve their competitive prowess with technology to achieve faster replay analysis and better team collaboration.

From a print management standpoint, Hendrick Motorsports had an overgrown fleet of aging MFPs and printers. It also had no visibility into its fleet to track print costs, volumes and usage data.

Furthermore, Hendrick Motorsports has two large presentation centers on campus to host events or provide large, off-site meeting space for other corporations in the area. Given the size of the rooms, the traditional projection technology in place lacked brightness, vibrancy and clarity to properly capture the excitement of race footage or make corporate presentations come alive.



## CASE STUDY: PROFESSIONAL SPORTS

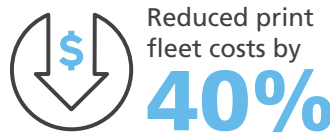
### Results

- Freed up 10 hours of weekly meetings by not having to switch between projectors, whiteboard and PCs
- In-depth, interactive analysis of race footage
- Faster collaboration for engineers, designers, mechanics and fabricators
- Vibrant displays for high-profile presentations
- Reduced print fleet costs by 40%, enabled informed decision-making

Training of Hendrick Motorsports' pit crews is now seamless and fast with interactive flat panel displays (IFPDs). The company has recouped 10 hours a week of meeting time by not having to switch between projectors, whiteboard and PCs. Crew performance and anomalies with car designs can be more thoroughly analyzed and communicated from the corporate office to the race track.

Corporate engineers, designers and fabricators are now equipped with interactive tools that help them develop, model and produce high-performance, champion race cars. For high-profile presentations, Hendrick Motorsports' state-of-the-art projection technology in its presentation centers now conveys the thrill of race day through stunning visuals.

The reduced, modernized print fleet decreased Hendrick Motorsports print-related costs by 40 percent. With fewer printers, there's less service and supplies required. Tracking software on the MFPs increased transparency in print costs, volumes and use so Hendrick Motorsports can make informed decisions and work smarter. The company also taps MyRicoh.com regularly to assess toner levels and device usage as well as chat with a Ricoh representative.



### How We Did It

- Provided interactive flat panel displays (IFPDs)
- Installed state-of-the-art projection technology
- Downsized and right-sized the printing fleet
- Implemented tracking technology with new print fleet

We provided an interactive flat panel display (IFPD) in the pit coach's office that allows pulling down video from a cloud app environment to watch practice videos and freeze frame at any point to determine what pit crew performance improvements are needed. The pit crews can highlight, annotate and circle areas on the display and then print it out or save online for future reference. Another IFPD was placed in a common area and it displays project management software for Hendrick Motorsports' design and engineering teams. With this system, the teams can collaborate any time and see progress in real time, make updates, and interactively move to the next phase in the project.

We also installed IFPDs in two conference rooms for more formal meetings where teams can mark up projects, annotate and email the final design file to the onsite fabrication shop for modeling. State-of-the-art projectors were installed in Hendrick Motorsports' main presentation centers to make the presentation of race footage or other information vibrant and visible.

In addition, we conducted an analysis of Hendrick Motorsports' print environment and determined they needed a fleet refresh, far fewer MFPs and printers and enhanced capabilities for scanning, color and finishing. We reduced their fleet from 40 to 20 MFPs and installed software to track costs, print volumes and usage data. Thanks to our success in enhancing collaboration and operations throughout the company, Ricoh is now the official workplace technology partner to Hendrick Motorsports.

[www.ricoh-usa.com](http://www.ricoh-usa.com)

See how Ricoh fueled collaboration with **Interactive Flat Panel Displays** or **contact us**.  
Watch the video: **Hendrick Motorsports and Ricoh**