

Rahal Letterman Racing Case Study

Omnios Helps Rahal Letterman Racing Speed Ahead to Operational Success

Rahal Letterman Racing (Rahal Letterman) is one of the finest race teams with one of the most sophisticated race shop facilities of its type in the world of motor sports. Their record is unparalleled—3 PPG series titles, 24 career wins, 18 pole positions, an Indy 500 victory and top-five finishes in all but 2 of their racing seasons. Additionally, television personality, David Letterman, is also a part owner of the race team.

Customer Profile

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Situation

Due to increased competition and tight control of sponsorship money, Rahal Letterman needed to enhance their internal operations and related business processes with the deployment and implementation of a new business management system that allowed for easy integration with their existing Microsoft Windows Platform.

Solution

Rahal Letterman hired Omnios, a certified Microsoft business partner, to implement Microsoft Dynamics and its advanced analytical tools to develop a reporting structure to track various business metrics, including sponsorship revenue and expenses.

Results

- Provided up-to-the-minute budget tracking
- Streamlined financial analysis which identified additional funds for racing technology
- Individualized sponsor revenue and expense reports
- Allowed requisitions and purchases to bypass inventory tracking for direct costing



The process improvements and business management system Omnios helped us implement have met and exceeded our expectations. With their help, we will continue to implement additional capabilities and enhance our processes and software customizations as time progresses.



*— Business Manager,
Rahal Letterman Racing*



Business Situation

Due to increased competition and tight control of sponsorship money, Rahal Letterman needed to enhance their operations and related business processes and implement a business management solution that would make it easy to plan the costs to build, maintain and race its vehicles. Since the company ran on an extensive platform of Microsoft technologies, management had researched and identified Microsoft Dynamics as the best solution to address the company's challenges. But, regardless of the software, Rahal Letterman needed an expert consulting team to help it revise and streamline its business processes to ensure that the software clearly conformed to their business needs. As one of the leading providers in the Chicago area, Omnios was selected to implement and customize Dynamics to meet Rahal Letterman's needs.

Business Solution

From the beginning, Omnios worked with Rahal Letterman to assess their business needs and administer the important process changes required to fully integrate the new business solution. Omnios played an integral role in constructing new formats for critical business documents, as well as developing a custom reporting structure to track sponsorship revenue and expenses. Also, by enabling remote access capabilities, engineers could use the application to monitor and place purchase orders directly from the race site and save valuable time for the accounting department.

"The process improvements and business management system Omnios helped us implement have met and exceeded our expectations. With their help, we will continue to implement additional capabilities and further enhance our processes and software customizations as time progresses," said Business Manager for Rahal Letterman.



Business Results

Up-to-the-minute budget tracking

Some of the key components of this new solution are the custom reporting and analytical functions. Rahal Letterman can now utilize custom reports that track over 500 separate expense categories and provide up-to-the-minute status checks on each category compared with its budget.

Individualized sponsor revenue and expense reports

Omnios enabled Rahal Letterman to create a detailed departmental reporting tree that allows management reports to be generated for each sponsor on how their funds are spent. Other reports for team management roll up the various accounts into summary reports that can be organized by expense category, time period, department and race.

Purchases can now bypass inventory tracking

Omnios made it possible for Rahal Letterman to allocate requisitioned items—whether it is a new engine, mechanic tools, trailer or uniform—directly to a project (e.g. a race, a car, etc.) instead of going into an inventory pool. By-passing inventory stock tracking makes it possible to avoid complications related to carrying costs and gross profits in an inventory accounting sense.

About Omnios

Omnios is a leading provider of consulting services for organizations with a focus on business process improvement, financial and project management policies and procedures, and supporting software tools. We work primarily with professional service and project centric businesses that want to improve their profitability and productivity by better managing specific projects, jobs, cost centers and initiatives. We specialize in planning, designing and building streamlined and effective business systems, which allow organizations to focus on their strategic objectives and running a successful business.

