Engineering Performance at Speed with an AI-Ready Digital Backbone for Atlassian Williams F1 Team

Unifying operational, cost and telemetry data to enable faster car delivery and AI-ready performance

ATLASSIAN
Williams
F1 TEAM

brillio
OFFICIAL DATA &
AI SERVICES PROVIDER

ATLASSIAN Williams F1 TEAM | brillio OFFICIAL DATA & AI SERVICES PROVIDER

Introduction

Formula 1 is won as much by data velocity and insight as by horsepower. Atlassian Williams F1 Team operates in one of the most data-intensive environments in sport, generating vast volumes of operational, cost and telemetry data across its ecosystem. As the volume and velocity of data continue to grow across modern Formula 1 operations, translating this information into timely, confident decision-making requires an increasingly unified and scalable foundation.

To strengthen this foundation, Williams partnered with Brillio, the Enterprise AI Accelerator, to modernise the digital and data backbone supporting car delivery, performance analytics and engineering operations. The shared objective was clear: unify operational and cost data, improve visibility and build a scalable platform capable of supporting the next era of performance.

ATLASSIAN Williams F1 TEAM | brillio OFFICIAL DATA & AI SERVICES PROVIDER

Powering Faster, Smarter Car Delivery with Trusted Data

Building on this foundation, Brillio developed and expanded purpose-built data engineering pipelines that automate ingestion every 15 minutes from ERP, PLM and production scheduling environments, creating a trusted, near real-time view across delivery and operations.

By reinforcing a single source of truth, the platform enables faster, more data-informed planning and procurement decisions while making car delivery data more accessible to cost engineers and operational teams. This improved visibility supports better financial oversight across the car delivery lifecycle and provides the executive insight required to manage complexity while maintaining speed, reliability and operational discipline at scale.

ATLASSIAN Williams F1 TEAM | brillio OFFICIAL DATA & AI SERVICES PROVIDER

Advancing Car Performance Through High-Speed Data Engineering

Building on Williams' sophisticated telemetry environment, Brillio introduced a common data model and enhanced high-speed data pipelines to support more consistent and scalable analysis of car performance. This structured analytics foundation allows engineering teams to examine car behavior with greater depth, test new ideas more efficiently and explore performance improvements with increased confidence.

Just as importantly, the modernised telemetry and analytics architecture establish the scalable data backbone required for real-time intelligence and emerging AI and machine learning use cases – positioning AI to serve alongside the organisation's engineering expertise.

ATLASSIAN Williams F1 TEAM | brillio OFFICIAL DATA & AI SERVICES PROVIDER

Modernising Digital Infrastructure for Continuous Innovation

To sustain innovation at race pace, Brillio helped modernise the team's digital engineering foundation through secure, cloud-native infrastructure and unified CI/CD pipelines. Automated, governed deployments now provide a faster and more reliable environment for teams to experiment, iterate and scale new capabilities.

This DevOps-led platform engineering approach reduces friction between data, AI and application teams while maintaining strong security, traceability and governance controls. The result is an infrastructure foundation built for scale, enabling faster release cycles without compromising control and supporting continuous innovation across the Williams technology ecosystem.

ATLASSIAN
Williams
F1 TEAM

brillio
OFFICIAL DATA &
AI SERVICES PROVIDER

A Scalable Foundation for the Next Era of Performance

Together, these initiatives have strengthened Atlassian Williams F1 Team's digital, data and AI backbone, improving visibility across car delivery, enabling richer performance analytics and accelerating engineering velocity. The unified foundation supports more confident cross-functional decision-making today, while positioning the organisation to advance real-time intelligence and AI-driven innovation in the future.

Brillio's approach focused on delivering measurable value at speed while building for sustained impact – delivering value in weeks, not months, building reusable platforms instead of one-off solutions and designing for long-term scale, not just immediate needs. In a sport where milliseconds matter, this partnership demonstrates how a well-architected digital and data platform can transform complex information into faster insight, smarter decisions and sustained operational performance.

ATLASSIAN

Williams

F1 TEAM

brillio

OFFICIAL DATA &
AI SERVICES PROVIDER