



NTT INDYCAR SERIES

Mobile App Turbocharges the Racing Fan Experience

The NTT INDYCAR® SERIES keeps fans highly engaged during every race event and all year round with the INDYCAR Mobile App powered by NTT DATA—an app that delivers real-time racing data and media-rich features.

“With INDYCAR Mobile, we were able to provide our growing fan base with a great fan experience that we continue to scale and develop even more features with NTT DATA’s expert assistance. It will help us grow our fan base even more, especially for the next generation of fans, and keep them engaged no matter where they are, all year round.”



Jay Frye, President, INDYCAR

Challenge

Enhancing the fan experience

The NTT INDYCAR SERIES had fewer than six months before the start of its 2019 race season to not just elevate the performance and features of its INDYCAR Mobile App for race fans that including the significant challenge of migrating the entire mobile app onto a scalable, cloud-based platform, but also transform the fan experience itself.



Solution

Technology delivers a winning edge

To keep its fast-growing numbers of fans engaged (whether attending races in person or watching from elsewhere), INDYCAR management turned to NTT DATA for its customer experience, app development and project management expertise to deliver the fully functional INDYCAR Mobile Application. Available globally for free on both Android and iOS devices, it brings the race results and championship standings to fans, helping to build community among them. It also encourages them to attend races, tune into events, and stay abreast of news about their favorite driver athletes and teams all year round.

Outcome

New INDYCAR Mobile App gets the checkered flag

- Vastly improves fan engagement with real-time race data and media-rich features to fans worldwide
- Engages 60,000+ fans over race weekends—30% more than 2020 on avg.
- More than 170,000 downloads in 2021
- Lengthens fan sessions, up to 9 minutes per user on average – continuing to trend even higher over previous years
- Received high ratings in Apple App Store and Google Play
- Fosters enhanced brand recognition and reputation