



We empower your workforce with intuitive tools and actionable insights.

Case Study:

Brad Jones Racing - moving faster with IBT's Cloud ERP solutions



"If you're a business owner with growth in mind and looking for ways to streamline your operations, I highly recommend working with IBT Cloud ERP. Trust me, they'll take your business to the next level, just like they have with BJR."

**Brad Jones
Team Owner & Principal, Brad Jones Racing**

Brad Jones Racing

Is proudly the only Supercars Championship team based in regional Australia. Their workshop and production facility is located in Albury, on the New South Wales and Victorian border along the beautiful Murray River.

At the heart of the team is family; Brad Jones and brother Kim Jones entered Supercars in 2000 after tasting success across a breadth of racing categories.

The Challenge

As Brad Jones Racing continued to grow and compete at the highest levels of motorsport, several challenges became apparent:

- **Disconnected Systems:** Key operational areas, such as manufacturing, inventory management, and financials, were managed through separate systems. This lack of integration made it difficult for the team to get a clear, real-time view of their operations.
- **Manual Processes:** Tracking inventory, managing parts, and monitoring operational costs often required manual input, increasing the risk of errors and reducing the time available for strategic decision-making.
- **Financial Oversight:** With significant investments in racing operations, BJR needed better financial oversight to ensure that costs were being managed efficiently while enabling them to make data-driven decisions.
- **Scalability:** As the team's operations expanded, they required a solution that could not only manage current demands but also support future growth in a fast-paced, competitive environment.



Brad Jones Racing needed a comprehensive ERP solution that could integrate all their business processes and provide real-time insights into their operations, from the racetrack to the workshop.

The Solution

In 2024, Brad Jones Racing partnered with IBT to implement Wiise, a cloud-based ERP system designed to address their specific needs. The Wiise ERP platform allowed BJR to streamline and centralise its operational data, offering a unified system for managing manufacturing, inventory, and financials.

Integrated Business Operations:

Wiise ERP brought together all of BJR's key operational areas—manufacturing, inventory management, and financial oversight—into one seamless platform. This integration allowed the team to manage everything from the production of car parts to cost control in real-time.

Real-time Inventory Tracking:

With Wiise, BJR gained real-time visibility into their inventory, including the tracking of critical components for their race cars. This allowed for more efficient planning and resource allocation, ensuring the team was always ready for race day.

Enhanced Financial Control:

The system provided BJR with a detailed overview of their finances, enabling the team to manage operational costs more effectively. With better insight into cost structures and profitability, BJR could make informed decisions that supported both short-term performance and long-term growth.

Scalability for Future Growth:

As BJR continues to grow and compete at the highest levels of motorsport, Wiise ERP's scalable architecture ensures they are well-positioned to handle increasing demands, whether expanding operations or managing new sponsorship agreements.



The Outcome

The implementation of Wiise ERP at Brad Jones Racing has resulted in significant improvements:

Operational Efficiency:

BJR now benefits from streamlined operations, with all business processes connected in one platform. This has led to more efficient workflows and better use of resources, allowing the team to focus on race performance.

Real-time Data Visibility:

With Wiise, BJR has gained real-time insights into their inventory and operational costs, enabling them to make quick, informed decisions that directly impact their performance on and off the track.

Improved Financial Management:

The team now has a better understanding of their financials, ensuring that they can manage costs more effectively and support long-term sustainability and growth.

Scalability and Future-Proofing:

As BJR continues to expand, Wiise ERP's scalable design ensures that their systems will grow with them, supporting future innovation and operational excellence.

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"We've started a new technology partnership with IBT Cloud ERP to gain a better understanding of our finances and inventory. By improving these areas, it's going to make BJR a much stronger business overall."



The Transformation

The transformation project at Brad Jones Racing underscores the power of a fully integrated ERP system tailored to the unique needs of a high-performance team.

Through its partnership with IBT, BJR now has the tools and visibility they need to manage their complex operations efficiently and continue thriving in the fast-paced world of motorsport.

Interested in learning how IBT can help your business achieve similar results?

Contact Alan Barton, our ERP Cloud Solution Director, at +61 477 247 077 or via email at abarton@ibt.com.au.

