

Michigan Motorsports Organizations Benefit from Single-Source Support and Strong Community Culture



Industry: Motorsports

Services Used: Copiers & Printers
Internet Services

“They maintain our internet technology programming and keep us connected... They invested in us because they saw the potential to help their business and to meet some good people along the way. We don’t just take their money and put a decal on the side of our race car; our goal is to help them build their business, and we’ve been able to do that. That’s one of the greatest attributes of this partnership.”

BOB LAWSON, BUSINESS MANAGER
Kalitta Motorsports

Customer Challenge

Kalitta Motorsports needed an Information Technology (IT) company that could support its racing program that covers 50,000 miles over the course of 10 months and crosses the country eight times. Through a Kalitta Motorsports vendor who was also an Applied Innovation customer, they were introduced to Applied Innovation at a National Hot Rod Association (NHRA) event. As the only professional NHRA team based in Michigan, Kalitta Motorsports was not only looking for a premier IT support company, but also to partner with a company that was actively invested in the local communities it served.

Applied Solutions

While supporting the racing side with Applied IT and network support, the Kalitta organization realized that they had a similar culture. Soon, Kalitta Charters and international Kalitta Air and their almost 4,000 employees began utilizing Applied Innovation’s products and services. Applied Innovation also became a Kalitta Motorsports sponsor, which has been mutually beneficial in building both brands. With Applied Innovation’s size, geographic locations, and the ability to be a single-source provider, the partnership has flourished.

The Benefits

IT support that provides maximum network uptime and employee productivity

Ability to provide remote technology solutions

A resource to provide all three companies with business-technology products and services

A partnership that mutually assists all parties with growth goals

Family-owned businesses with like-minded cultures that believe in supporting local communities at a high level



At Applied Innovation, we have over 35 years of technology expertise, 500+ team members, world-class brand partners, and a passion you’ll rarely find in a business like ours. Plus, as an independent dealer, we have the autonomy to always do what’s right for you.

Whether your goal is adopting new technologies, making smarter use of the tools you already use, or maybe a mix of both, our people are always available. And always happy to help.