



Case Study



What matters to Four the Record is breaking barriers with tenacity and technology

Do what matters

Inspiring change: Powering possibilities

The Race Across America (RAAM) isn't just any race. It's a grueling, week-long, 3,065-mile journey stretching from Oceanside, California to Atlantic City, New Jersey.

The clock doesn't stop and the stakes are high. For Four the Record (FTR), an all-female cycling team, RAAM was more than a test of endurance. It was a chance to break barriers, inspire young girls and push the limits of what's possible.

"How would I explain RAAM to someone that has never heard about this sport?" ponders William A. Medina, Four the Record crew chief.

In the words of Dani Overbaugh, one of the four FTR cyclists: "It's 3,000 miles of problem-solving. No amount of preparation can ever get you ready for what you're about to experience — and that's what makes it so fun."

Medina adds: "Our goal was to break the record of speed for RAAM this year for the women's category of four women, and we have been very fortunate to have AvanaDe as our sponsor."

At first glance, RAAM looks like an endurance race, but for FTR — Vicki Anstey, Caz Buckland, Dani Overbaugh and Katie Aguilar — it was a mission. AvanaDe's partnership with the team defined the intersection of technology and the human spirit. The team wasn't simply pedaling for a record; they intended to show the world what women can achieve when they collaborate, even in spaces in which they may be historically underrepresented. And they aimed to raise critical funds for Inspiring Girls, a nonprofit group helping girls worldwide realize their potential and garner global attention to the power of women in sports.

"It is precisely about a sport where we see very few visible women being role models and showing to girls that this sport is also for them."

– Miriam Gonzalez Durantez
Founder, Inspiring Girls International

Driving innovation: Technology as rider No. 5

Behind every pedal stroke was an invisible fifth team member: Technology. With our help, the team didn't just ride — they trained harder and rode smarter.

The race started with GPS trackers, logging the cyclists' location every five minutes. Sounds simple, but this was a game-changer. The trackers weren't just about knowing where the riders were; they were about understanding how they were doing. The team's crew used real-time data to make split-second decisions: where to push, when to recover and how to optimize their strategy against the record.

Then there was the custom-built analytics dashboard, serving as a roadmap instead of a tool. Imagine a high-tech control room, but instead of rockets, it's tracking bikes. With our foundation of [Microsoft Power BI](#) and Databricks hosted on [Azure](#), the dashboard visualized every key metric, from speed to distance covered, and compared it with the 2017 record they were chasing.

And then there was the behind-the-scenes coordination: We set up a [Microsoft Teams](#) channel for seamless communication. Whether it was file sharing, scheduling or quick check-ins, this tech kept the team and their support crew in sync — because when you're racing 24/7, every second counts. Exploring these analytics highlighted innovative approaches to enhancing performance and recovery.

The women worked tirelessly to prepare for the race, spending months training and pushing beyond their own physical exhaustion. Their journey, shared via live broadcasts, showcased the challenges of endurance racing and the determination it takes to overcome them.

The RAAM journey wasn't just about the FTR riders. It was about bringing people along for the ride — literally. The live tracker on the team's website, leveraging the same dashboard built with Power BI, Databricks and Azure, let supporters follow their progress in real time, turning spectators into participants. Social media lit up with updates, encouraging donations for Inspiring Girls.

Achieving results: Beyond the pedal

While the team didn't capture the RAAM record, they did celebrate another very well-earned result: a Guinness World Record for the fastest USA west-to-east cycling bicycle relay crossing by four women (6 days, 19 hours and 38 minutes).

And for FTR, this race defined more than records. It was about showing what's possible when human ambition overlaps with technological innovation. The technology was not only implemented to track stats — it was also there to empower. Along the way, the team raised £21,000 to support the work of Inspiring Girls, emphasizing inclusivity, women's health and global engagement.

As the team reflects on the journey, the takeaway is clear: Success is measured by the impact you create. Whether it's encouraging young girls to dream big or showing how tech can amplify human potential, FTR has set a precedent for what's possible. As cyclist Katie Aguilar said after crossing the finish line: "It's definitely a privilege to get to do something like this."





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