

CUSTOMER SUCCESS STORY

SKY BETTING & GAMING STAYS ON TOP OF THE ONLINE MARKET WITH TURBONOMIC

With the **Turbonomic Autonomic Platform**, Sky Betting & Gaming maintains performance for hundreds of thousands of customers and enables complex workload transactions.



Sky Betting & Gaming is one of the fastest growing online gaming businesses in the United Kingdom, outperforming the market every year for the last 5 years.



“If we’re slow our customers will simply go elsewhere. With Turbonomic in place, we are confident that our products will perform well.”

Lee O'Donnell

Director of IT Infrastructure & Security
Sky Betting & Gaming

Challenges

- Difficulty delivering high performing services to customers on complex estate with existing monitoring technology
- Inability to accurately plan for infrastructure needs via manual capacity projections
- Potential for up to five figures of loss per minute if any performance degradation experiences

Solution

- Turbonomic intelligently and automatically senses changes to Sky Betting & Gaming’s application demand and adjusts infrastructure supply in real-time to improve utilization, assure performance and ensure service delivery to Sky Betting & Gaming’s expectant customer base

Results

- Improved operational efficiency and **saved 20-30 hours each week** on manual management
- Optimally placed resources for assured performance for **hundreds of thousands of online customers**
- Plan for future **capacity changes and projects** to deliver consistent outcomes

Company Overview

Sky Betting & Gaming is one of the fastest growing online betting and gaming business in the United Kingdom. Headquartered in Leeds, the company is made up of five principal brands: Sky Bet, Sky Poker, Sky Vegas, Sky Bingo and Sky Casino. Sky Betting & Gaming has maintained a position as one of the biggest players in the industry and is now the fourth largest UK online operator by market share.

Lee O'Donnell, Director of IT Infrastructure & Security, has over 17 years of professional IT experience and oversees Sky Betting & Gaming's data center environment, internal IT business, and the security and compliance team.

Industry Challenges

The betting and gaming industry is continually evolving, impacted by pressure from regulation and the transformational developments driven by technology and consolidation. According to market research conducted by Technavio, the online gaming industry alone is expected to exceed \$60 billion by 2020.

Major sporting event days see massive inrushes of consumers and spikes of demand on betting websites, challenging QoS and application performance. Any latency leads to a loss of end users and thus a loss of money.

Delivering Performance at Scale

With the business scaling at high percentages year-over-year, Sky Betting & Gaming reached a point where they could no longer survive on their current system of management.

"With hundreds of thousands of customers coming to the website to interact in real time, we require an instant response from our system," said O'Donnell. "On busy days when there is a major sporting event, we experience a massive inrush of demand in a short period of time and if the site is slow our customers will simply go elsewhere."

"We could experience up to five figures of financial loss per minute if we experience any performance degradation on our site. With Turbonomic in place, we are confident that our products will perform well."

"Without the right technology in place, we cannot deliver the best of breed products. Turbonomic gives us assurance in the perpetual performance of our stack."

Efficiency of Infrastructure and Time

With Turbonomic's autonomic platform implemented in their environment, Sky Betting & Gaming was able to handle an increased number of complex workload transactions while more efficiently using their infrastructure. Additionally, it allowed for crucial operational time to be saved from discussion and planning that took place in each software squad. "Every week we would be spending hours to figure out where capacity was required and manually making moves to reduce risk," said O'Donnell. "With Turbonomic we save around 20-30 hours per week—time we can now use towards getting projects to market faster and delivering customer asks with greater agility."

Forward Looking

"We are an innovative business and consider ourselves passionate about technology. As such, we are sure to only bring in and trial cutting-edge technologies that offer a real value-add—Turbonomic falls into that category."

"We would love to get to a point where engineers have the ability to be creative and focus on delivering advanced solutions—without being bogged down by operational tasks," said O'Donnell. "As we work with Turbonomic more we can look forward to freeing up more engineering time and budget to work on innovative projects."

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About Turbonomic

Turbonomic delivers an autonomic platform where virtual and cloud environments self-manage in real-time