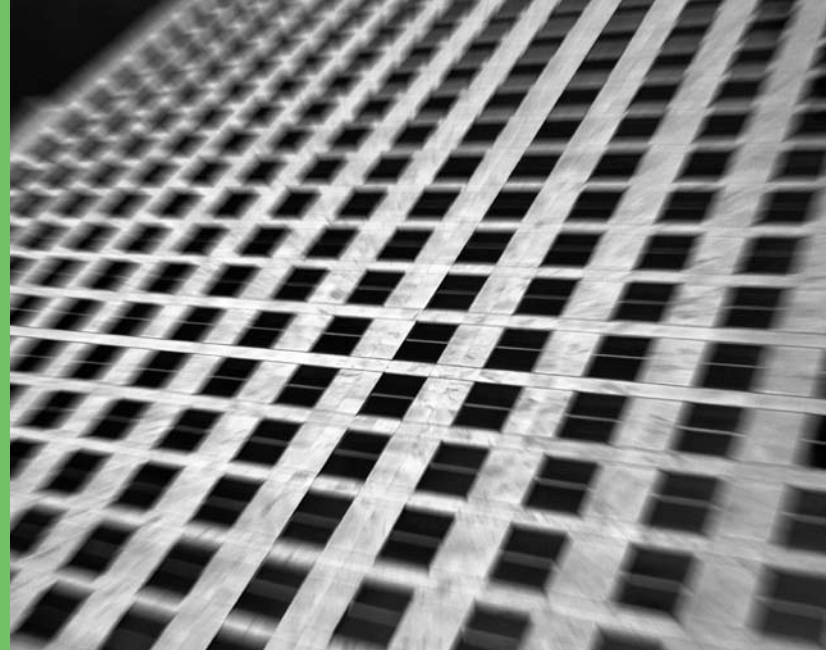


Customer Success Story

Platform Symphony

All bets are on Platform Symphony
at Sporting Index



Customer

Sporting Index

Industry

Online Gaming

Challenges

- Existing desktop-based compute infrastructure could not scale cost-effectively and quickly enough to meet growing demand
- Compute demands from “live in-play” gaming are straining compute resources to the limits
- Demand for a greater range of events and markets coupled with unpredictable workloads means the company needs to be able to scale demand up and down very quickly

Solution

Platform Symphony

Business results

- Sporting Index successfully moves to a scalable server-based model, allowing more automation in workload processing
- 500% increase in transactions that can be handled simultaneously
- Customer experience is enhanced since Sporting Index can update event information more often than before
- The company is able to execute growth plans smoothly, increasing capacity as needed by using compute resources more efficiently

Technology supports significant growth in business

Sporting Index is the world leader in sports spread betting, offering spread bets on a wide variety of sports, political events such as the general election and popular reality TV shows, as well as a portfolio of unique virtual games. Through its B2B division, the company also provides fixed odds operators in the betting industry with high quality pricing data and web content, both pre-event and in-play.

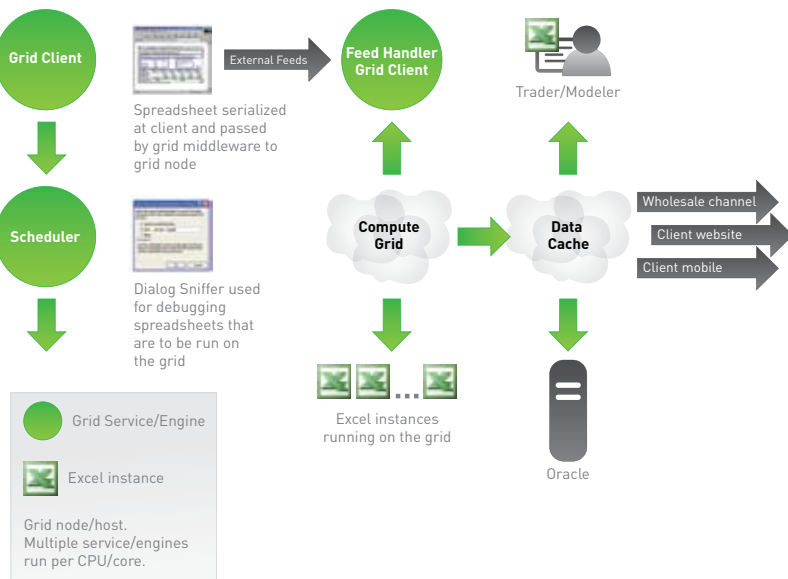
With an estimated 70% market share Sporting Index has experienced significant growth in bet numbers over the past few years. It is also signing up many new partners to its B2B business as the online gambling industry continues to recognize the increased coverage and reduced costs these services offer. This growth has put significant pressure on the company’s computing resources leading to a search for a solution that would allow more intensive computations without significant increases in infrastructure spending.

“Online gaming continues to become more popular and the user experience is becoming very data-rich. This, and as the real time computing demands of ‘live in-play’ betting, means that the amount of compute-power we require is increasing dramatically,” says Eachan Fletcher, Sporting Index’s CIO. “This is why we wanted to look for ways to achieve higher usage of existing computing resources by optimizing how we schedule the workload.”



“Platform Computing’s grid technology is a great way for Sporting Index to scale up”

Eachan Fletcher, CIO, Sporting Index



Platform Symphony improves the odds

As a company that delivers a revolutionary wholesale gaming service, Sporting Index sought out the best software to support a process that combines the expertise of Sporting Index's highly regarded traders, sophisticated proprietary models and technological advancements in data delivery to provide enhanced pricing capabilities to the global betting and gaming industry. After a month long POC involving Platform Computing and Tibco DataSynapse, which tested not only compatibility with the current environment but also required functionality for future requirements, Platform Computing was chosen as the superior solution.

One of the key reasons that Sporting Index selected Platform Symphony is the job scheduling efficiencies it offers, which were better than the competitive alternative, allowing Sporting Index to control costs by increasing server utilization. Instead of constantly adding expensive new hardware as it had to do in the past, Sporting Index can now grow capacity simply by using the hardware more effectively.

Platform Symphony enables the company to increase the volume of transactions and event updates that it is able to handle and to improve speed of services. This added capacity and agility allows Sporting Index to act quickly on the growth opportunities it identifies and underpin its business expansion plans.

"With four out of five UK sports spread bets coming through our systems, our core requirements have risen from around 300 to over 3,000 prices published per second" says Fletcher. "The growth that we're experiencing in our B2B business is pushing up the number of sports and markets we cater to, and Platform Computing's grid technology is a great way for Sporting Index to scale up. Platform Computing has helped us customize some of the grid components we're using, on time and within budget so we can deliver the highest possible level of service to our customers."

Another benefit of Platform Symphony is its integration with Microsoft Excel. Sporting Index, like many companies in the industry relies heavily on Excel-based models and simulations. The integration means that Sporting Index was able to switch to a Platform Symphony-managed grid without any disruptions or any need to re-engineer its Excel models.

A cloudy future?

Fletcher believes that his company is at the forefront of technological advancement in his industry. Moving to a grid infrastructure helps keep the company ahead of the competition, but it also provides the springboard for the next advance. "In the near future more online gaming companies will be architecting for grid and cloud computing to support their virtualization and business simulation initiatives," he says.

Platform Computing is the leader in cluster, grid and cloud management software - serving more than 2,000 of the world's most demanding organizations for over 18 years. Our workload and resource management solutions deliver IT responsiveness and lower costs for enterprise and HPC applications. Platform has strategic relationships with Cray, Dell™, HP, IBM®, Intel®, Microsoft®, Red Hat®, and SAS®. Visit www.platform.com.

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