



CUSTOMER STORY

# MIGRATING A THIRD OF WORKLOAD TO CLOUD



## Engaging appropriate vendor partnerships to deliver multi-supplier cloud solution

### SERVICES

- IT Strategy & Advisory Services
- Cloud Platform Strategy
- Cloud Management Tools Advisory
- Technology Sourcing
- Marketplace Software Sourcing Platforms
- Transformation Services
- Cloud Enterprise Foundations
- Cloud Optimisation Services
- Workload Migration Services
- VMware Cloud on AWS and Azure

### USER EXPERIENCE

- Enhances agility and mobility
- Maximises efficiency
- Improves performance

### BUSINESS IMPACT

- Accelerates innovation
- Boosts business agility
- Strengthens competitive advantage
- Enriches customer experience
- Improves productivity
- Reduces costs
- Supports digitalisation

### OBJECTIVE

William Hill were faced with the challenge of moving all their in-scope applications and services to the cloud. They initially intended to go solely down the AWS route, but it quickly became apparent that they would not be able to achieve their eighteen-month migration time-frame without the use of a second cloud provider. William Hill therefore needed an IT partner to help them achieve the migration to cloud using the best-fit cloud infrastructure and software vendors.

### SOLUTION

Initially, William Hill required independent advice and support on how best to proceed with the migration, in order to meet their objectives and realise their cloud strategy. For this, they asked Computacenter – based on an excellent 7-year working relationship covering many successful projects.

Following that advice, Computacenter was awarded a 3-year contract to provide enterprise licence agreement, support and implementation of VMware Cloud on AWS, followed by appropriate application and service migration. A critical part of implementing this solution required Computacenter to coordinate the migration between themselves, the other two partners (VMware and AWS) and William Hill. Computacenter also co-ordinated the training requirements for William Hill's key stakeholders.

### OUTCOME

Although the migration is still in the early stages, William Hill are already seeing cost reductions, with the VMware tool Cloud Health demonstrating where those savings are. Computacenter and their vendor partners are already advising the company on next steps in terms of migrating the rest of their eligible applications to the cloud, while the training is delivering benefit to William Hill, particularly in terms of demonstrating how the new solution supports business agility.

Elsewhere, visibility of William Hill's IT estate is much-improved, as is workload mobility, while the new scalable and predictable cost structure is enabling their management to better plan for future cloud expansion.





The collaboration between the three vendors worked well, and everybody was interested in each other's opinions and points of view."

**Sarah Lucas**  
**Head of Platforms & Infrastructure**  
**William Hill**



Being able to have that roadmap provision from our vendor partners, early on, is really useful – so we can get a view of where we might need to pivot and adapt as the technologies change."

**Sarah Lucas**  
**Head of Platforms & Infrastructure**  
**William Hill**

## OBJECTIVE

### Migrating eligible applications and services to cloud

William Hill were faced with the challenge of moving all their eligible applications and services to the cloud – which amounted to around a third of their workload. But it was not as straightforward as they had first thought.

As Sarah Lucas, Head of Platforms and Infrastructure at William Hill explains: "We initially thought we'd go fully AWS native, but it quickly became apparent that we wouldn't be able to achieve our eighteen-month migration time-frame without the use of a second cloud provider."

William Hill therefore needed an IT partner to help them achieve the migration to cloud using the best-fit cloud infrastructure and software vendors.

## SOLUTION

### Engaging appropriate vendor partnerships to migrate applications to the cloud, using a multi-supplier solution

William Hill asked Computacenter to help them with the migration of their eligible applications and services to cloud. This was based on a 7-year relationship during which time Computacenter had become a trusted partner of William Hill's, thanks to numerous successful previous projects.

As Sarah Lucas explains: "I've worked with Computacenter for 7 years now, and we've really grown our relationship. We rely on each other as partners, we share ideas, we share solutions, and we share roadmaps with each other to get the best out of the relationship."

Through understanding the customer's objectives and cloud-first strategy, Computacenter provided valuable, independent advice and support. Computacenter were then awarded a 3-year contract to provide an enterprise licence agreement (ELA) for VMware Cloud on AWS, as well as support and implementation, followed by appropriate application and service migration.

As Sarah Lucas explains: "We chose VMware Cloud on AWS as our second cloud provider and we used Computacenter to bring the two vendors together to help us with our migration journey."

Having already established strong vendor partnerships with both VMware and AWS, Computacenter began to co-ordinate their partners into delivering the solution that was required by William Hill. Sarah Lucas was happy that all three vendors were "specialists in their own areas" but was also delighted with the collaboration between William Hill and their three suppliers.

As Sarah Lucas says: "We managed to get everybody together and the collaboration worked really well. Everybody was interested in each other's opinions and points of view, and that really helped us, as the client, to see the best of all three worlds."



We rely on Computacenter. They are a partner with whom we share ideas, solutions, and roadmaps to get the best out of the relationship.”

**Sarah Lucas**  
**Head of Platforms & Infrastructure**  
**William Hill**

Another part of the solution is the provision of education for William Hill’s key stakeholders, with all three vendors providing appropriate expert training.

Finally, although the migration journey is still in its early stages, William Hill are already seeing some cost reductions from their new cloud platforms, while early visibility of future roadmaps is enabling an early awareness of future challenges. As Sarah explains: “Whilst we’re in an era of perpetual change, being able to have that roadmap provision from our vendor partners, early on, is really useful – as we can get a view of where we might need to pivot and adapt as the technologies change.”

## OUTCOME

### Delivering cost reduction, workload mobility and business agility

William Hill are already seeing cost reductions as a result of the migration and implementation of VMware on AWS. Better cost control is being provided by VMware’s Cloud Health tool, which enables streamlined billing and monitoring of cloud spend. It also ensures security compliance, improves governance, and automates actions across multi-cloud environments.

Computacenter’s support in helping and advising on next steps is also delivering benefit to William Hill. The migration programme underpins and contributes to the client’s overall cloud strategy, and Computacenter has utilised industry partnerships to attain strong commercials for the customer.

In terms of benefits from the multi-vendor agreement, William Hill is also getting training provision from each of Computacenter, AWS and VMware. As Sarah Lucas explains: “We get the best of all three worlds and are able to call on specialist services and training provision from all three vendors, which is a massive help to our organisation.”

Other benefits include:

- Better awareness of how the new solution can enhance business agility.
- Increased visibility through more effective management of William Hill’s application estate.
- Enhanced mobility through relocation of workload activities with minimal disruption.
- Platform to target the remaining two thirds of William Hill’s application and service estate.
- Scalable, predictable and transparent costs, which help management better plan for future cloud expansion - William Hill is already seeing transparent costs and will continue to do so over the next 3 years.

For the future, William Hill want to accelerate their path to the cloud as well as continuing to deliver great products and services for their customers, in a safe and secure way.

---

## ABOUT WILLIAM HILL

Based in London, William Hill is one of the world’s leading betting and gaming companies. Founded in 1934 by William Hill, the company now employs 15,500 people and has a presence in 8 countries, with 3 million active customers worldwide. The company had revenues of £1.6 billion in 2018.

---

---

## MORE INFORMATION

To find out more about our enterprise services and read more customer stories, please visit: [www.computacenter.com](http://www.computacenter.com)