PLAY TO WIN

Maximise the financial benefits of merging companies and IT systems
The e-gaming sector is in a constant state of flux. Regulations are changing. Customer channels are evolving. And companies are consolidating. At $12.9 billion, the volume of deals announced in 2015 was almost double that of 2014 and the highest since 2005.\(^1\)

The increase in mergers and acquisitions is being driven by both cost and competition, as e-gaming operators strive to remain profitable despite the growing tax burden facing the industry.

Technology continues to be a key differentiator for e-gaming companies, driving innovations, such as in-play and mobile betting, that enrich the customer experience and expand the revenue base.

Mergers and acquisitions can help to accelerate both innovation and growth, providing companies with access to operating licences in additional territories, ground-breaking technologies or an established retail footprint.

Although consolidation can create new opportunities, it can also create new risks. Teams, technologies and processes all need to be successfully combined to maximise expected financial savings and ensure a seamless customer experience. Unifying IT infrastructures that have expanded rapidly and disparately to meet the growing demand for online and mobile gaming presents CIOs with a massive challenge. Datacenter systems are duplicated. User collaboration tools are fragmented. And security controls are siloed. All of these factors increase not only operational cost and complexity, but also business risk. A divided infrastructure is an erratic and inefficient infrastructure.

72 mergers and acquisitions in 2015\(^1\)

With in-play betting and social gaming reliant on real-time data processing and always-on systems, just one second of application, network or server downtime can have a massive impact on customer retention and satisfaction.

Nearly a third of smartphone users will immediately switch to an alternative if a site or an app is too slow or doesn’t satisfy their needs.\(^2\) In the competitive e-gaming market, companies can’t afford to lose any time - or any customers.

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\(^2\) [https://www.thinkwithgoogle.com/articles/speed-is-key-optimize-your-mobile-experience.html](https://www.thinkwithgoogle.com/articles/speed-is-key-optimize-your-mobile-experience.html)
From datacenter operations and application development to licensed betting offices and online customer services, company mergers and acquisitions impact every area of the business and every layer of IT.

To maximise the savings and minimise the risks, e-gaming operators need to ensure they seize every opportunity to enhance the old and embrace the new. Gaming experiences need to be better. Customer insights need to be smarter. Business processes need to be faster. And operational costs need to be lower.

Integrating and rationalising existing systems is just part of the IT consolidation journey; supplier portfolios and software licensing agreements also need to be right-sized to reflect the needs of the new organisation. Duplication needs to be eliminated. Utilisation needs to be increased. And contracts need to be re-negotiated.

For many e-gaming companies, a merger or acquisition will often also act as a catalyst to deploy new datacenter, workplace or licensed betting office technologies. From real-time analytics to hybrid clouds, IT is critical to increasing competitive advantage, enriching the customer experience and maintaining compliance.

Computacenter helps e-gaming companies rationalise and optimise their IT so they can maximise the benefits of industry consolidation. We remove complexity. We increase speed to market. We enable growth.

**HIT THE JACKPOT**

Putting cost reduction and business growth at the top of the consolidation agenda
Computacenter supports e-gaming companies throughout the business and IT consolidation process. We take a holistic approach to rationalising, transforming and optimising IT, driving better value for the business and better outcomes for users. We consolidate datacenters. We upgrade networks. And we transform licensed betting offices.

**MAXIMISING BUSINESS AGILITY**
We help e-gaming companies unlock financial and efficiency savings from their datacenter operations following a merger or acquisition. Our independent assessments and industrialised processes enable CIOs to build the infrastructure foundations needed to maximise agility and availability. We identify technologies that need to be retired or replaced, and advise on consolidation and standardisation strategies for both systems and suppliers. From storage arrays and networking environments to server farms and private clouds, we help CIOs achieve an optimal balance between cost, performance and risk.

**SAFEGUARDING CUSTOMER DATA**
Computacenter brings expertise to every stage of the security cycle - from protection and detection to reaction and prevention. By taking a holistic approach across the workplace, the network, the datacenter and the cloud, we help to strengthen and simplify security following a merger or acquisition. From deploying next-generation defences and integrating existing monitoring tools to assessing vulnerabilities and managing system patching, we help to mitigate security risks before, during and after consolidation initiatives.

**ENABLING USERS**
From a licensed betting office to a company’s headquarters, we source and deploy the workplace technologies needed to deliver a compelling and consistent e-gaming experience. Following a merger or acquisition, we help CIOs map the right IT devices and services to the right user workstyles. We also review and re-negotiate software agreements to prevent under- or over-utilisation. Our expertise spans the entire hardware and software portfolio – from collaboration and print solutions to virtual and mobile client devices. We benchmark. We configure. And we maintain.

**UNLOCKING BUSINESS INSIGHTS**
Computacenter helps e-gaming companies extract more value from their data so they can drive greater competitive advantage and make smarter decisions. As a trusted advisor, we help to evaluate and implement analytics solutions, such as data visualisation and data lakes, as well as lay the infrastructure foundations needed to detect, capture and analyse customers’ e-gaming data.

**SHADOW IT ANALYSIS**
What is it: Enables e-gaming companies to see what cloud resources are being consumed by which user groups, together with potential risks and opportunities for the business.

Why does it matter: Balances user choice with corporate control, increasing productivity and preventing data leakage from the cloud.
WINNING COMBINATION

Stay ahead of the game with simplified and unified IT

Mergers and acquisitions present both a challenge and an opportunity. By working with Computacenter, e-gaming companies can ensure they realise the full benefits of industry consolidation. Our independent advice and best practice processes enable our customers to act smarter and innovate faster. At Computacenter, we help simplify business change and unify IT operations, so our customers can stay ahead of the game.

FOR THE CIO
• Accelerates consolidation timelines
• Safeguards data security and compliance
• Decreases operational costs

FOR THE USER
• Maximises productivity and performance
• Encourages innovation
• Facilitates DevOps collaboration

FOR THE BUSINESS
• Reduces time to market
• Ensures quality of service during consolidation
• Enriches customer experience
Computacenter has more than 30 years’ experience of helping customers source, deploy, and transform their IT infrastructures. We understand the challenges and opportunities facing e-gaming companies following a merger or acquisition. Thanks to the depth of our vendor relationships and the breadth of our services, we can advise on how to maximise the benefits and minimise the risks of business and IT consolidation.

- We have a dedicated team of engineers, project managers and solution specialists as well as offices in Gibraltar.
- Every year, we respond to more than 7.2 million IT events and deliver more than 250 customer projects.
- We have five logistics facilities across Europe and can configure 5,000 products simultaneously.
- Our Global Solutions Center provides a risk-free environment for e-gaming companies to test and prove IT consolidation and integration strategies as well as new solutions, such as private clouds and data analytics.
- We have direct relationships with more than 1,100 vendors, and 4,000 manufacturers, including Cisco, EMC, IBM, HDS, HPE, NetApp, Microsoft, Oracle, Symantec, VCE and VMware.
- Our dedicated security practice and Cyber Defence Centre enables us to provide robust protection and rapid resolutions to the latest security threats.
- We help e-gaming companies ensure their IT and data strategies and solutions are compliant with government regulations and industry standards, such as PCI DSS and ISO27000.
- Computacenter was named Cisco’s Global Cloud Builder Partner of the Year, HP’s PartnerOne EMEA Cloud Solution Partner of the Year and VMware’s Global SDDC Partner of the Year in 2015.
Online betting company taps into smarter data analytics and boosts competitive advantage

CHALLENGE
The ability to analyse data effectively is critical in the e-gaming industry. By identifying trends in customer behaviour, the company can tailor its marketing campaigns and boost competitive advantage. Following the migration to a new data architecture platform, the customer needed to deploy smarter business intelligence tools.

SOLUTION
Computacenter benchmarked eight best-of-breed tools, including cloud solutions, based on a range of criteria, such as functionality, integration, and the vendor’s market presence. Four solutions were short-listed and tested using the customer’s own datasets in Computacenter’s multi-vendor testing facility, the Global Solutions Center.

RESULTS
The selected data analytics platform will enable the online betting company to unlock richer insights into its business and customer base, and share the data via self-service reports and real-time dashboards. As a result, it will be able to provide more personalised services and boost competitive advantage.

Online gaming company safeguards customer data in the cloud

CHALLENGE
As one of the world’s top online gaming companies, the security of players’ data is top of the agenda. The customer has embraced a number of cloud services to improve efficiency and collaboration. However, it needed to ensure that its operations – and customers – were not being compromised by shadow IT environments outside the protection of the corporate firewall.

SOLUTION
Computacenter’s Shadow IT Analysis service helped pinpoint the cloud resources being consumed. The analysis, which spanned more than 10,000 cloud providers of infrastructure, software and platform as a service, identified which members of staff were using which cloud services and how much data had been transferred.

RESULTS
The analysis revealed unknown risks that could have jeopardised the business. The company has added extra layers of protection to safeguard corporate and customer data, and embarked on an education programme to help its staff better understand the risks of using unauthorised cloud services.
GET IN TOUCH

Find out how Computacenter could help remove cost and complexity from your business following a merger or acquisition by contacting your account manager or egaming@computacenter.com

Enabling users and their business

Computacenter is Europe’s leading independent provider of IT infrastructure services, enabling users and their business. We advise organisations on IT strategy, implement the most appropriate technology, optimise its performance, and manage our customers’ infrastructures. In doing this we help CIOs and IT departments in enterprise and corporate organisations maximise productivity and the business value of IT for internal and external users.