

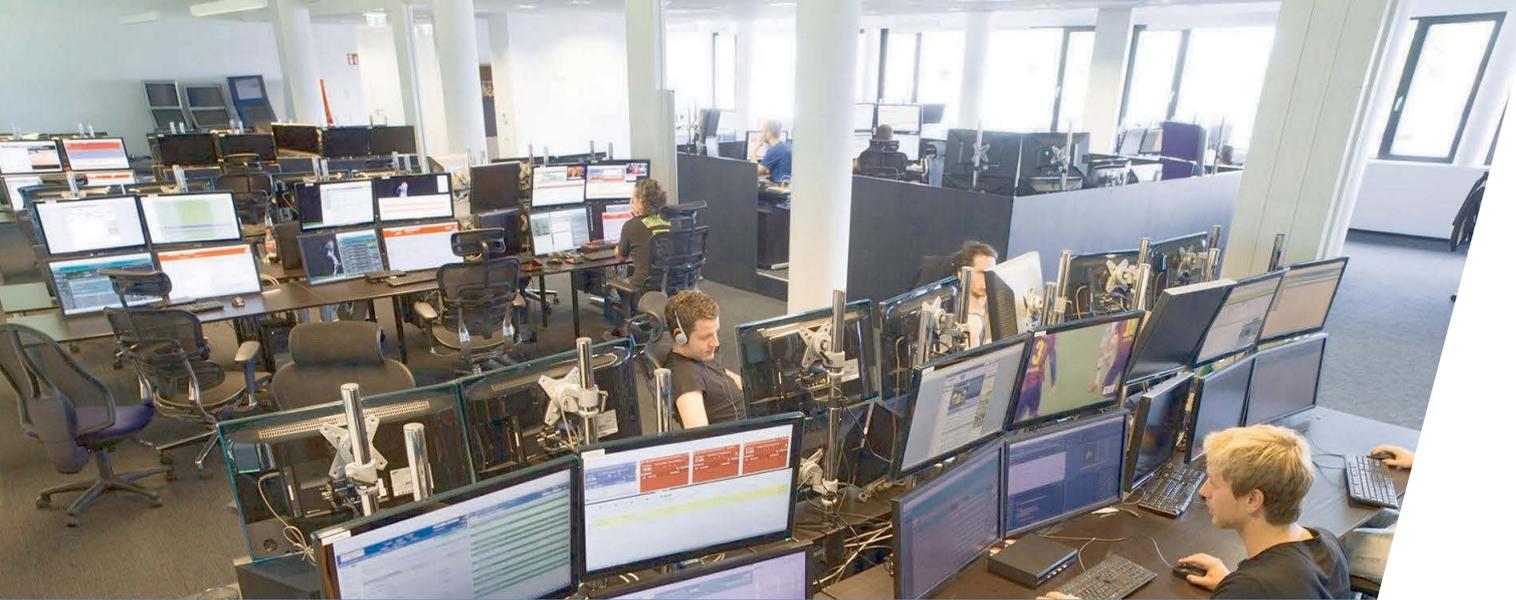


Bet

SUMMARY

Business Solution: Relocation

Technology: Dell



BACKGROUND

This international business specialises in collecting and analysing data for the sports betting industry. As one of the largest in its field, the company has built a reputation for the speed and accuracy of locating anomalous behaviour, reducing the risks of fraud for major bookmakers. To accomplish this, it relies upon a highly optimised IT environment to give analysts the tools they need to spot and report critical data trends.

BUSINESS CHALLENGE

The growing popularity of online betting platforms had resulted in significant growth for the business and an expansion of its employee base. This led to the necessity of relocating its UK base from the outskirts of London, to larger premises in the heart of the City.

The move also provided the opportunity to review IT infrastructure, particularly the visual display environment provided for each data analyst.

One of the major challenges for the business is providing analysts with visibility of large amounts of data from different sources at the same time. This meant designing and implementing a solution that would afford added visibility but still fit within a limited footprint upon the desk of each analyst. The ability to optimise a wide variety of video and

application-based content within a single desktop in this way was seen as critical to the continual improvement of the company's service levels to its customers.

The other key priority was to seek out a specialist IT relocation provider who could assist in making the transition between sites as seamless as possible, so as to safeguard ongoing business operations.



SOLUTION & RESULTS

Comtec was identified as the ideal partner to both relocate the business, and meet its requirement for an enhanced data analyst user experience.

The solution for each data analyst took the form of a DELL six-monitor array. This increased the amount of content visible to each data analyst, enabling them to correlate real-time betting information against the unfolding status of live-action sporting events. A total of 20 systems were installed. The tightly packed hi-resolution, ultra narrow bezel LED screen panels minimise the amount of desk space required, thereby reducing real-estate costs.

As well as the provision of the DELL-based solutions, Comtec was also on hand to complete the system integration of each monitor array - and each individual monitor - with its relevant applications and streaming locations. With application performance partly

governed by the company's centralised European datacentre, Comtec's ability to test, commission and implement the solution to exacting standards was integral to the success of the project.

Comtec planned the relocation in fine detail, project-managing all aspects of network and IT infrastructure configuration so that the new office environment would operate in a familiar and optimised fashion from day one. Comtec's specialised skills were key to ensuring the successful relocation of the company's custom monitor display desktops. Comtec used specialised equipment to handle sensitive IT components such as servers and local storage systems, minimising any downtime. All these plans were executed in step with the business's global IT operations, situated in Europe.

The net result is a superior platform for data analysts to deliver increased value to customers, thereby safeguarding the company's position as a true market leader.

ABOUT COMTEC

Comtec is a trusted provider of IT Infrastructure, Datacentre and Communications solutions. We adopt technologies from leading vendors to deliver innovative and cost-effective information and communications technology solutions for businesses of all sizes.

Technology is our domain and we're committed to making it work for you. Whatever your business objectives, our highly experienced consultants and engineers are available to advise you on your short or long-term technology goals. We take the time to understand your business and propose solutions that address your challenges and fit your strategy; we won't just recommend technology for technology's sake.

We're dedicated to building strong relationships with both our clients and our technology partners so whatever your ICT requirement, on-premise, managed or hosted, why not give us a call?

Head Office

Comtec House
Albert Road North
Reigate
Surrey RH2 9EL

T: 0800 008 7599
E: info@comtec.com
www.comtec.com

