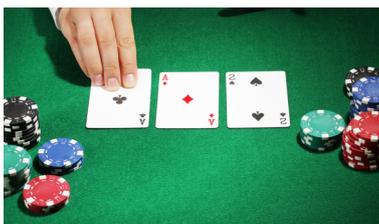


A fast, smooth and reliable experience for customers of the world's biggest online sports betting site



“ bet365 is a latency sensitive business. To get the best from our platforms, we need a network provider whose peering connections enable us to deliver odds information in near real-time.”

Neil Selby, Head of Networks and Security, bet365



Background

bet365 is the world's biggest online sports betting site and a driving force in the development of Enterprise and Internet technology.

Technical innovation lies at the heart of the bet365 business and has done so since day one. It had to. Whilst competitors focused on replicating the offline experience online, bet365's founder Denise Coates transitioned from pure sports book to focus on the technically challenging In-Play betting – the ability to make a bet while a sport is in progress.

The gamble paid off. Today the company employs over 2,000 people, is live in 17 languages and delivers an unrivalled online experience to over 10 million customers.

Objectives

bet365's primary focus is to offer its customers the best In-Play experience possible. This means making their services instantly available and ensuring that a continuous stream of up-to-date odds information is delivered to their global community of customers in near real-time.

bet365 need a network provider who can help them optimise the global performance of their online sports betting system.

Challenges

During implementation, the last mile carrier link to London had a very long lead time. NTT Europe was able to provide a temporary link for IP transit whilst the rest of the network was being provisioned.

This bridged the lead time of the layer 2 connection as a temporary measure whilst maintaining the required separation and resilience. The temporary link was switched out once the permanent link was available.

“NTT improved geographic routing and round trip delay far quicker than other providers could achieve. Using NTT’s network globally, we went from 84 % accuracy to 96% accuracy of customers hitting the nearest POP.”

Neil Selby, Head of Networks and Security, bet365

“We recognised the need to work with a true tier 1 provider, and NTT were clearly able to offer us the best global coverage, to enhance our performance, resilience, and security.”

Neil Selby, Head of Networks and Security, bet365

Solution

NTT Europe now provides bet365 with multiple diverse 10G feeds from its Global IP Network (GIN) across Europe into each of their main hosting sites based in London and Manchester.

During the selection process, bet365 used Keynote, an independent internet performance monitoring tool to simulate user experiences globally.

The results clearly showed NTT’s peering would dramatically improve traffic routing efficiency. In this simulated user test, bet365 also set up IP Anycast and proved that access was significantly more reliable. A major benefit of using IP Anycast is that it allows bet365 to operate through a single IP address. In the event of a regional platform going down, customers are automatically rerouted to the nearest site without further intervention. This strategy offers strong back-up resilience and disaster recovery.

In addition bet365 has more recently contracted NTT’s DDoS Protection Service (DPS) which compliments the Anycast architecture as NTT have scrubbing centres in close geographic and routing proximity to bet365’s POPs. Diverting through NTT’s scrubbing centres would have minimum impact on the routing experienced by their customers’ traffic and so assure best possible service under times of threat.

Benefit

With the strength of NTT’s global peering, bet365 can optimise its global brand and website presentation to its customers.

Deploying IP Anycast onto NTT’s network enables natural geo-routing to the nearest serving platform, and strong peering points means low-latency for additional performance. For bet365’s customers it means a fast, smooth and reliable experience.

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