

BoyleSports, Ireland's most successful independent bookmaker, found itself with a storage decision: an upgrade or a new provider. After a seamless deployment process with Pure Storage®, BoyleSports has seen great performance and agility for its digital platform, ensuring that real-time information can be processed at scale, and customers can enjoy the company's world-class betting services.



BUSINESS TRANSFORMATION

The simplicity of Pure Storage FlashArray™ has streamlined data management for BoyleSport's IT team and delivers the high-performance and agility required within their industry.

GEO

Ireland / UK

INDUSTRY

Betting / Gaming

“The solution delivered exactly what Pure Storage said it would, giving us excellent de-dupe and resilient storage we can rely on for the future.”

Sean Convery, CTO

RELIABLE, ALWAYS-ON STORAGE IS VITAL FOR A WORLD-CLASS GAMING PLATFORM

BoyleSports is Ireland's most successful independent bookmaker, operating across 250 stores, in addition to hosting a digital platform. Offering everything from real-time sports betting to poker, casino games, bingo, and more; data-centric IT and a customer-first mind set lie at the heart of its operation.

The company goal is to set itself apart from the competition by offering the best possible customer experience and value. The efficient delivery of services and effective data management are absolutely critical to the company's success. Even the shortest amount of downtime has the potential to impact its world-class gaming platform, which is why reliable, always-on storage is so vital.

From the internal management of data, to the delivery of real-time services and products to customers, its IT team plays a central role in ensuring BoyleSports remains at the top of its field.

With a vision to transform its key performance and space requirements from the existing services, the IT team decided to look to a new provider and developed a partnership with Pure Storage.

EXCEEDING EXPECTATIONS, NOT CAPACITY

Prior to deploying Pure Storage, BoyleSports found itself with a storage decision ahead of schedule. The company had two options; an upgrade or finding a new provider. Doing the latter led the betting company to Pure Storage, and as a result allowed for further advancements in application management and experience.

“As a company, performance is key for us. To achieve the best performance we need responsive and scalable storage,” Sean Convery, CTO, BoyleSports explained.

As well as improving the storage capacity, another area BoyleSports focused on was ensuring the de-duplication rate reached the company's desired figure of 3:1. The confidence of Pure Storage and the insurance that it would stand by the commitments it gave, even if it meant adding additional capacity, made the decision easy.

PURE STORAGE PULLS OUT IN FRONT

BoyleSports was initially drawn to Pure Storage for the technical performance of its FlashArray products. However, Convery was impressed when Pure Storage loaned its storage kit to the company so that the team could run a POC internally; something that was not very common across the industry.

COMPANY:

BoyleSports
www.boylesports.com

USE CASE:

- Virtual Server Infrastructure (VSI) – VMware® vSphere®, Oracle®

CHALLENGES:

- Existing storage was nearing capacity ahead of plan due to rapid business growth.
- Upgrading the legacy storage was a step upgrade and thus potentially expensive.
- BoyleSports needed resilient infrastructure that could respond to peaks in demand during busy betting periods, such as the Grand National.

IT TRANSFORMATION:

- Pure Storage delivers speed, performance and data reduction in a consolidated environment.
- BoyleSports migrated old legacy and customer-facing platforms into one infrastructure, simplifying data management for employees.
- FlashArray delivers improved data de-duplication rate of 3:1.
- The Pure Evergreen™ Storage program allows infrastructure to be upgraded and modernized as needed, without incurring additional costs.

“The ease of use really can’t be overstated, it means we can be completely focused on building the best possible platform for our customers.”

Sean Convery, CTO

This enabled the company to trial and test the solution to make sure that Pure Storage could in fact meet the requirements it said it could. This went a long way to building trust in the new solution, and in Pure as a partner.

In addition to providing the flexible, efficient, data-centric platform BoyleSports needed to deliver services seamlessly, Pure Storage’s unrivaled on-site support during the busiest period of the year was a huge asset for the internal team.

“Pure Storage is more than just a vendor to us, it is a partner. Offering an initial trial period, as well as support when our team needs it most, really was one of the main differences when looking for a new solution. They really ticked all the boxes,” Convery confirmed.

BOYLESPORTS SETTLES THE GRAND NATIONAL FASTER THAN EVER BEFORE

After a seamless implementation process, BoyleSports immediately saw the benefits of the Pure Storage platform. With FlashArray, BoyleSports can respond to peak IOPs, with sub 1ms latency, even during the busiest betting periods. In fact, BoyleSports was one of the quickest bookmakers to settle the 2018 Grand National, returning winnings to its customers in record time.

As well as improving the overall speed and performance of its virtual server infrastructure (VSI), BoyleSports’ core revenue generating application is supported by Pure Storage’s all-flash storage. FlashArray also delivers on its promise to provide a 3:1 data de-duplication rate.

The agility of the Pure Storage platform offers seamless upgrades to space and systems, as and when needed, giving BoyleSports the predictability it needs to support business growth. Because upgrades are included with the Pure Evergreen™ Storage Program, this means the company can avoid unexpected upgrade costs further down the line.

“Overall, the transparency of the whole process with Pure Storage has been really refreshing. The solution delivered exactly what Pure Storage said it would, giving us excellent de-dupe and resilient storage we can rely on for the future,” said Convery.

CROSSING THE FINISH LINE WITH AN ENHANCED USER EXPERIENCE

Furthermore, the simplicity of Pure Storage FlashArray has delivered significant benefits for BoyleSports’ staff. Storage that can be managed easily and efficiently is a huge advantage in terms of resource and time.

Deploying Pure Storage has enabled BoyleSports to migrate multiple customer-facing web platforms and other legacy systems into a single infrastructure, simplifying the management of data and enabling employees to deliver customer returns more efficiently.

Additionally, the IT team can now focus on bringing valuable insights to day-to-day operations, rather than actively monitoring data across multiple platforms; with Pure Storage providing this support instead. This allows BoyleSports to concentrate on the development of new apps and services designed to drive significant business growth.

“Deploying Pure Storage has really demonstrated that less is more. Consolidating legacy and various other systems into a single platform has allowed us to enhance the user experience across the board. The ease of use really can’t be overstated, it means we can be completely focused on building the best possible platform for our customers,” concluded Convery.



info@purestorage.com
www.purestorage.com/customers