



About Customer

Sportradar is the leading global provider of sports data intelligence. Established in 2001, the company occupies a unique position at the intersection of the sports, media, and betting industries, helping them to grow their business.

www.sportradar.com

Geo

EMEA

Industry

Technology

Solution Area

Accelerate Core Applications

Products in Use

Pure Storage® FlashArray™
Purity ActiveCluster™

Storage Is Not a Game for Sportradar's Platform

Sportradar's Winning Bet

Success can be challenging to manage. This is what threatened Sportradar's platform, the successful one-stop-shop solution for online and retail gambling and betting operators that is used by more and more customers around the world.

Storage infrastructure is key for a company like Sportradar. After the implementation of Pure Storage® flash storage, the performance and management of storage infrastructure for its platform solution are no longer a concern.

"Managing Pure storage is tremendously easy. The solution does practically everything, greatly simplifying our administrator's work."

LUIS MAZUECOS,
DIRECTOR OF IT
OPERATIONS MANAGED
PLATFORM SERVICES -
SPORTRADAR

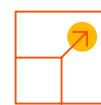
Impact on Sportradar's Betting and Gaming Platform



Company growth supported by streamlined storage management



IT time freed up for other projects and tasks



Scalability without service interruptions

Challenges



Agile management of new clients and services



Optimizing staff resources dedicated to IT infrastructure



Reducing costs of managing and maintaining storage

Results



Ten times more storage capacity managed by existing IT team



Faster access to databases and services



Simplified platform management through Pure 1[®] self-managed support

Storage as the Key to Keep Growing

Sportradar's platform is a state-of-the-art turnkey solution for the management of omnichannel gambling and betting companies, which includes both online operations and physical establishments. In addition to software, this comprehensive solution includes storage, databases, monitoring, and maintenance.

With the constant addition of new customers around the world, the company needed a platform that facilitates management and allows it to focus on other priorities, while ensuring easy deployment updates without downtime. After exploring different options to replace the previous disk array-based storage system, Sportradar turned to Pure Storage[®] to keep its technical solution growing at the same pace as its customers. "What attracted us most was the 100% flash design, the compact size of the arrays that reduces space in our data centers, and also their very competitive price," explains Luis Mazuecos, Director of IT Operations at Sportradar's Managed Platform Services.

Performance to Look to the Future

After installing Pure, performance has exceeded all expectations on Sportradar's betting and gaming platform. Pure Storage [FlashArray](#)[™] delivers the data faster than the servers can even ingest it, while [Purity ActiveCluster](#)[™] provides synchronous mirroring for data protection to meet business continuity requirements. Additionally, the IT team at Sportradar has discovered that the new platform saves them a significant amount of time and effort.

Now, adding new clients doesn't require an increase in IT team resources, which means savings in management costs and more time for the current team to dedicate to other priorities. "Managing Pure's storage is extremely easy. The solution does practically everything, greatly simplifying the administrator's work," Mazuecos added.

Additionally, Pure 1's predictive and self-managed support model has significantly improved the team's day-to-day work. "We not only have a reactive support team, but, thanks to Pure1[®], we have predictive support that anticipates incidents. We only supervise, freeing our time to dedicate to other tasks," concludes Mazuecos.

With its commitment to flash storage and the choice of Pure Storage, Sportradar's betting and gaming platform has taken a new step forward in supplying the most advanced and powerful technology to the online gaming and betting industry, providing more value to its customers.

purestorage.com

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