

Why it's game on for All-flash in the eGaming industry.

Top trends and opportunities in data centre storage.



Few sectors are as competitive, fast-paced and innovation centric as eGaming. And with the market experiencing a major boom – predicted to hit **US\$ 87.75 billion** by **2025**¹ – it's vital that data serves a modern experience that is simple, seamless and sustainable, and drives performance and innovation. Legacy storage technologies cannot deliver, as our 2020 market study reveals.

The truth about data storage

We asked **106 IT leaders and CEOs of eGaming** (sports betting, casino, lottery, poker and bingo) firms across the UK and US how data storage impacted the following:

A

Ability to compete and thrive

B

Cost and management issues

C

Innovation and time-to-market

The results are in...



Revenue is King

Yet **43%** of UK responders say their firm loses **£43-85K² per month** due to poor transaction performance. In the US **39%** say it's more than **\$101K**.



Cold storage is costly

Storing cold data that could be used for innovation is costly, potentially impacting go-to-market costs.

17% of UK respondents say it costs them over **£127K a year**. **13%** of US respondents say it costs them **\$150k a year**.



Downtime & regulations hit earnings

63% of your competitors experience from **15 mins to 3 hours** of downtime a month for capacity, resilience, network and connectivity issues or through human error – and that's missed opportunity to trade.

Poor customer experience due to performing anti-fraud checks results in complaints (**23%**), abandoned transactions (**24%**), and transaction delays over 4 seconds (**32%**).



Innovation lags

With profit on the line and consumers constantly looking for new games, innovation is key but...

Only **4%** of firms reported their IT teams spending over **50%** of their time on innovation rather than storage admin. **51%** spent as little as **11-20%** of their time innovating.

The stakes are high for IT

Only

29%

said their current infrastructure supports their business goals 'brilliantly'.

On average

33%

are 'very satisfied' with their storage vendor across data availability, TCO, innovation, proactive support and management simplicity.

So why not move to All-flash as a high-performance storage architecture?

38%

believed All-flash storage to be too costly.

21%

want to keep their mission critical apps on spinning disk.

Pure Storage customers know differently, including Betfair. Let's see why they win with All-flash?

Why eGaming leaders bet on orange

Five ways you'll win with Pure Storage All-flash

Our technologies are designed to deliver a Modern Data Experience with these success factors built in:



Fast Matters

Because everything you do from running applications to analytics and DevOps has to be ever faster.



Simple is Smart

Our technology is easy to set up and smart enough to manage itself.



Cloud Everywhere

Gives customers the application and financial agility they need, transforming purchasing models, and enabling hybrid cloud and rapid data recovery.



Subscription to Innovation

Evergreen™ delivers continuous access to the latest innovation, modernising storage without downtime, and paying for only what you need.



Cost

Compression, in-line deduplication and more make our All-flash highly cost-effective.

Store, access and innovate with data on-premises or in the cloud – we're the only vendor to deliver all solutions as-a-service. That's less cost when you want to access or restore data from the cloud.

Bet on orange and win

Please **click here** if you'd like to read the full research report.

Find out how we can help you lead the eGaming pack, please contact **Charlotte Frost** on **01784 614070** or email **cfrost@purestorage.com**.

