



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 2025¹ - 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 bettering, casino, lottery, poker and bingo) firms across the UK and US how data storage impacted the following:



and thrive





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.



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

abandoned transactions (24%), and transaction delays over 4 seconds (32%).

anti-fraud checks results in complaints (23%),



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.



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.

On average

said their current

The stakes are high for IT

So why not move to All-flash as a

are 'very satisfied' with their

want to keep their mission storage to be too costly.

high-performance storage architecture?

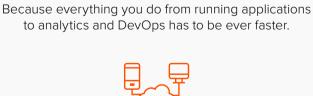
Pure Storage customers know differently, including Betfair. Let's see why they win with All-flash?

critical apps on spinning disk.

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

Why eGaming leaders bet on orange

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



Fast Matters

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



Simple is Smart

Subscription to Innovation

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



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.

or email cfrost@purestorage.com.

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



