

**COMPANY:**

Betfair  
[www.betfair.com](http://www.betfair.com)

**CHALLENGES:**

- Ability to deploy code quickly
- Scalability for supporting large betting events

**SOLUTION:**

- Pure Storage FlashArray 420
- Cloud team no longer has to ask the Storage team for support
- Can now spin up hundreds of IaaS and PaaS offerings in 40 minutes

**USE CASE**

Virtualization

**GEO**

EMEA

**INDUSTRY**

Gaming

**BETFAIR OPTIMIZES DEVELOPMENT PROCESS AND STRENGTHENS BEST-IN-CLASS BETTING EXCHANGE WITH PURE STORAGE**

Pioneering betting exchange uses Pure Storage's simplicity, performance and efficiency to speed deployment, react to opportunity and outperform the competition.

Launched in 1999, Betfair now offers Exchange, Sportsbook and Gaming products to more than 950,000 customers, making it one of the largest betting and gaming operators in the UK. With 1500 employees spread between its London headquarters and offices in Malta, Gibraltar and Romania, the company serves an international clientele matching bettors on each side of a wager.

**ELIMINATING THE PERFORMANCE BOTTLENECK IN AN ON-PREMISE CLOUD**

Betfair's developers use an on-premise cloud to develop and deploy applications that demand up to 300 Virtual Machines (VMs). These machines must be made available quickly to reduce the time it takes to get new products and improvements in front of customers. Before Betfair brought DevOps in-house, it took three to four months to build a new environment. By switching to an on-premise cloud operation using traditional disk arrays, this was reduced to six hours. However, Betfair still lacked the ability to spin up new DevOps environments on demand.

"We needed to be much more agile and push through code deployment much faster," says Dean Hogan, Cloud Platform Lead at Betfair, who is overseeing the company's move to a hybrid cloud. "Deploying large-scale complex systems, 55 VMs with code and configuration, would take hours to create with the existing traditional storage arrays. Our target was to do this—and create a 1TB database to support the application—in 20 minutes."

**REMOVE THE HANDBRAKE—TRADITIONAL DISK-BASED STORAGE ARRAYS**

Betfair knew it needed a flash-based storage solution to meet its performance requirements, but was unsure about whether to go for a flash-only solution or take the hybrid disk and flash route. Betfair was able to test the impact of Pure Storage.



# Target

55 VMs with code and configuration, plus 1TB database, produced within 20 minutes—achieved with Pure Storage FlashArrays

# 40 minutes

to spin up hundreds of IaaS / PaaS environments with Pure Storage FlashArrays

FlashArray on its cloud environment through a proof of concept in its own data center.

The FlashArray outperformed others on the performance and efficiency criteria Betfair set. Inline deduplication and compression was vital—and in production, the FlashArray achieved a data reduction ratio of 7.5 to 1. Betfair didn't want to opt solely for the cheapest system; meeting the business requirements was critical. Pure Storage's solution won on both points.

**“From performance to cost savings, we have truly transformed our business capability with Pure Storage. We can now spin up hundreds of IaaS and PaaS offerings in as little as 40 minutes compared with six or more hours previously.”**

*Dean Hogan, Cloud Platform Lead at Betfair*

“Our business is all about pace, and getting product features to market rapidly,” says Hogan. “We are heavily focused on development, and need to move our application testing and release cycles from a daily rate towards hourly. With Pure Storage on our side, we can better seek opportunities and build for events at serious pace.”

## SMALLER, FASTER, MORE FLEXIBLE—AND UNFORESEEN BENEFITS

It's not just a speed story for Betfair.

“Pure Storage provided more than just a speed advantage,” says Hogan. “I can spin up a VM and clone using spinning disk very quickly, but it's the method of doing it that is key. The best way to clone is to make a full copy and avoid the delta updates associated with link clones, which creates a performance overhead. With FlashArray, we can make a fresh copy every time at a similar pace to a linked copy.”

The simplicity benefits of FlashArray weren't obvious to Hogan and his team until they began using it. While the Betfair Cloud team has a comprehensive range of skills of its own, it doesn't necessarily have the skills and experience levels of dedicated storage administrators. But with the FlashArray installed, the team found it didn't have to ask the Pure Storage team at Betfair for support. As Hogan puts it, the Cloud team is self-sufficient with a generic level of storage knowledge, something that also helps maintain a rapid tempo of innovation, cuts support calls and allows the team to try things when the idea comes to it—rather than calling on already busy colleagues in other departments for help.

“From performance to cost savings, we have truly transformed our business capability with Pure Storage,” says Hogan. “We can now spin up hundreds of IaaS and PaaS offerings in as little as 40 minutes compared with six or more hours previously. The FlashArray allows us to deliver new development platforms faster than we thought possible. For this reason, plus the simplicity and non-disruptive advantage that Pure Storage offers, Betfair is confident in its choice of Pure Storage as a long-term partner.”

With big things planned at Betfair, that flexibility and level of user-friendliness is likely to be a competitive advantage in itself.



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