Tipico

Boosting turnover with the reliability and performance of CenturyLink® Cloud Connect

The customer:
A leading European betting provider

Tipico has grown from a single betting shop in Germany to one of the leading European betting providers, and is now headquartered in Malta. It offers a range of online sports betting products for mobile, and has a chain of around 1,200 betting shops in Germany and Austria.

The challenge:
Improving user experience with better reliability

In the competitive sports betting sector, user experience is vital for retaining a loyal customer base. Tipico's former data center was not sufficiently reliable to properly support business operations, so a transformation plan was created to overhaul its IT and network footprint.

Robert Rychlik, Tipico's Director of Technology, recalls, "The servers and the networking and communications we were running needed to be significantly improved. Application and data availability weren't as high as we needed it to be, and at times of peak demand we were facing real issues.

"So we made the decision to move to an Amazon Web Services (AWS) data center in Dublin, Ireland. We knew this would be a complex and challenging migration process, so we needed to find a network provider that would be capable of supporting it."

At the same time, Tipico wanted to move some of the corporate tools that were running at its European and South American branch offices, such as financial apps, to the cloud. To make sure employees in all locations had reliable access to vital data and applications in the cloud on an ongoing basis, it needed a high-performance network from a provider it could trust and rely on.

"The CenturyLink solution has improved Round-Trip Time significantly – we've measured 20-30 percent performance improvement for our agents using apps hosted with AWS routed through CenturyLink Cloud Connect."

- Robert Rychlik,
  Director of Technology, Tipico

tipico

CenturyLink®

The solution:
High-performance direct cloud connectivity

To migrate Tipico's apps and data from its former data center to the AWS data center in Dublin, CenturyLink installed temporary secure, high-capacity direct connections between the two sites.
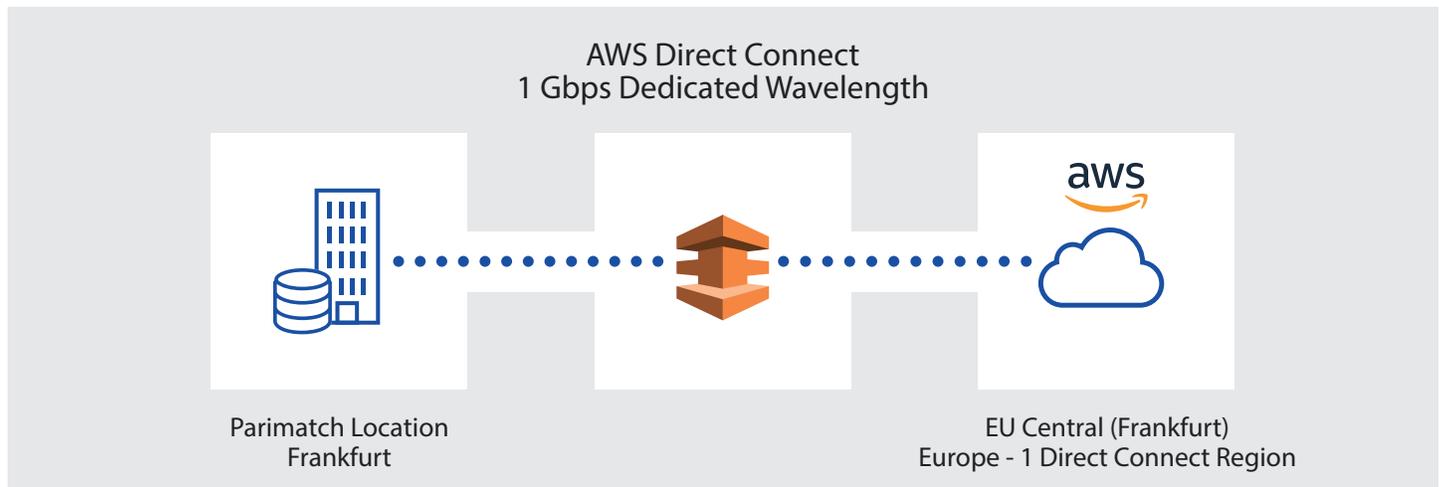
On an ongoing basis, CenturyLink® Cloud Connect provides secure, high-performance direct connections between Tipico's office locations and its AWS and Microsoft Azure cloud services.

"We needed highly reliable communications between both sides, as the migration would take several days once it was underway, and it needed to be seamless," says Rychlik.

"We chose CenturyLink because I had worked with the company (then Level 3 Communications) in a previous role and had a good understanding of its cloud connectivity offering.

"We looked at the providers that could help us with such a complex migration, and who was best placed to build out our MPLS cloud connectivity in the longer term. It was an easy decision, because CenturyLink stood out from its competitors in the European market."

CenturyLink also provides flexible, reliable WAN connectivity between Tipico's locations. This improves network performance and makes it easier for new sites to be added as the business grows.

AWS Direct Connect
1 Gbps Dedicated Wavelength

Parimatch Location
Frankfurt

EU Central (Frankfurt)
Europe - 1 Direct Connect Region

The benefits:
Doing better business with greater reliability

"The reliability we see with CenturyLink is the big story for us," said Rychlik. "Before we had Cloud Connect, connectivity issues with the former data center caused big problems for some of our offices. This disrupted the work of our customer service team and affected bookmakers, which had a negative effect on our business and our revenue generation. Since we've implemented the MPLS solution, we haven't experienced these issues at all.

"The performance of the network is also a huge benefit. When we moved the data center to Dublin, our internal users (such as the customer service team) were seeing additional delays in response times because of the way the software is written.

"Despite this, the CenturyLink solution has improved Round-Trip Time significantly – we've measured 20-30 percent performance improvement for our agents using apps hosted with AWS routed through CenturyLink Cloud Connect. That helps our customers get served more quickly, and lets us do business faster."

CenturyLink®