Paddy Power Betfair, one of the largest public online betting companies in the world, conducts a massive volume of fast, consistent, and secure transactions each day. In addition, the company strives to maintain customer satisfaction by regularly releasing innovative new products. With a modern infrastructure built on Red Hat solutions, developers at Paddy Power Betfair can focus on developing new products more efficiently and delivering them faster.

“"In a market like this, having a system that lets you get to market with new ideas faster than your competitors is really key.”

PAUL CUTTER
CTO, PADDY POWER BETFAIR

SOFTWARE AND SERVICES
Red Hat® Enterprise Linux®
Red Hat OpenStack® Platform
Red Hat Consulting
Red Hat Technical Account Manager

HEADQUARTERS
Dublin, Ireland

MEDIA AND ENTERTAINMENT
5,000 EMPLOYEES

BENEFITS
• Simplified development to help developers focus on improving product quality and customer experience
• Automated testing and infrastructure provisioning, reducing time to deployment for new products from days or weeks to hours or minutes
• Improved ability to offer customers a secure, reliable, and innovative online betting service
CUSTOMER CASE STUDY Paddy Power Betfair upgrades infrastructure to improve services

UPGRADING INFRASTRUCTURE TO BOOST AGILITY, SCALABILITY, AND SPEED

Paddy Power Betfair serves more than 3.5 billion application programming interface (API) requests every day—an amount that is similar to Netflix, eBay, Facebook, or Twitter. And it handles around 130 million transactions daily—more than 10 times the number of daily transactions at the London Stock Exchange. But the large, rapidly growing company was using a legacy infrastructure that was unable to keep up with increasing business needs.

“Our previous infrastructure had served us well, but it was reaching the end of its capabilities,” said Paul Cutter, chief technology officer at Paddy Power Betfair. “We decided to look into a new solution that would bring us not only a more modern infrastructure but also improved scalability, security, and agility.”

Paddy Power Betfair operates 24x7 and needed an innovative system that could automatically make updates and run maintenance without affecting customers. In addition, the new system needed to meet crucial speed requirements. If online transactions are slow, customers will quickly turn to competitors—especially if a competitor offers other experience improvements, such as a better mobile application or site.

“Agility is really important for us to push out new features to multiple devices and platforms quickly,” said Richard Haigh, global head of reliability and operations at Paddy Power Betfair. “In a market like this, having a system that lets you get to market with new ideas faster than your competitors is really key.”

BETTING ON AN INNOVATIVE SOLUTION

Paddy Power Betfair selected Red Hat based on its success with many of the world’s leading companies. “We looked at the work Red Hat was doing with customers around the world, the track record of its solutions, and its open source heritage,” said Cutter. “Red Hat was being used in many companies that were facing the same kinds of challenges as us, so we knew it was a good fit for our needs.”

Paddy Power Betfair’s modern infrastructure solution includes several Red Hat technologies. Red Hat Enterprise Linux provides a stable, flexible platform that supports the company’s datacenter, and Red Hat OpenStack Platform provides an integrated foundation to let Paddy Power Betfair create, deploy, and scale its private cloud.

The Red Hat solution also helps Paddy Power Betfair maintain essential security. With this solution’s fast code deployment process, Paddy Power Betfair can respond quickly to emerging threats and better protect customer data and millions of dollars in customer funds that are held on deposit.

To ensure a smooth implementation, Paddy Power Betfair engaged Red Hat Consulting. “The Red Hat Consulting team has been really important in getting our solutions working,” said Cutter. “We’ve tried a number of things that are quite new and had not been done extensively elsewhere. They helped us work through any issues, responded quickly, and helped us get our solutions out the door.”

Paddy Power Betfair also partnered with a Red Hat Technical Account Manager, who provided support and guidance at all stages—from proof of concept through implementation. With strong technical and product knowledge, the Red Hat Technical Account Manager acted as the single point of contact for support issues, completed extensive technical analysis, and collaborated with various groups across Red Hat to accelerate issue resolution and the addition of product features.

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RICHARD HAIGH
GLOBAL HEAD OF RELIABILITY AND OPERATIONS, PADDY POWER BETFAIR

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WINNING CUSTOMERS WITH BETTER SECURITY AND PRODUCTS

GREATER SCALABILITY

Online betting companies experience traffic spikes when popular sporting events take place. During big events, such as the United Kingdom's Grand National horse race, Paddy Power Betfair experiences a massive increase in demand and must be able to rapidly scale out while ensuring each transaction is configured and processed consistently.

With the new Red Hat solution, Paddy Power Betfair can now scale out and improve uptime to meet increased business needs. The company can easily deploy additional nodes and capacity with accurate, consistent configuration, then scale down when traffic decreases. This scalability helps the company quickly release updates and new products across platforms. In addition, the company’s new internal private cloud also delivers the flexibility of a public cloud with the security required by industry regulators.

“The Red Hat solution really helps us meet traffic demands,” said Cutter. “If we didn’t stay up during the Grand National, we’d have a lot of very unhappy customers.”

FASTER TIME TO MARKET

With the new Red Hat solution, Paddy Power Betfair has automated its complete development pipeline. Developers can now move code and new features to production more easily while avoiding operational bottlenecks. In addition, the company’s developers can automatically run all testing, deployment, and infrastructure provisioning. The flexibility of the company’s new private cloud lets developers focus on making products for customers rather than on complex, time-consuming infrastructure configuration.

As a result, Paddy Power Betfair has reduced the timeline for new product deployment from days or weeks down to just hours or minutes.

“With Red Hat’s open source solution, we now have the capability to alter our infrastructure based purely on code. This ability allows our developers to make changes and use infrastructure at a pace that suits them,” said Cutter. “We can deliver products to market more quickly than our competitors. It’s a game-changer.”

IMPROVED SECURITY AND COMPLIANCE

Security threats are constant for online betting services, making protecting infrastructure a crucial concern. The agility and automation of the Red Hat solution help Paddy Power Betfair stay ahead of threats and protect itself from attacks.

In addition, the company must comply with strict regulations—mostly related to transparency. In various jurisdictions worldwide, regulators review data to ensure that all betting is done legally. The automation provided by the new Red Hat solution makes it easier for Paddy Power Betfair to provide clear audit trails and detailed production information.

MORE FREEDOM OF CHOICE

The technical expertise, close collaboration, and advocacy across Red Hat and the open source community provided by the Red Hat Technical Account Manager solidified Betfair’s trust in Red Hat by helping the company confidently deploy new technologies and strategically plan for the future.
With an open source solution, Paddy Power Betfair can continually deliver new, innovative improvements without depending on a particular vendor. Without the constraints of vendor lock-in, deploying open source solutions in an enterprise setting is easier—and working with an open source company like Red Hat makes it easier to incorporate community innovation.

“One of the things that led us to trust Red Hat is that they don’t lock us into one solution. Throughout the entire request for proposal, they promoted the notion that we could exit any time, easily and without technical difficulty,” said Haigh. “That freedom gives you a very warm feeling of trust. They must be doing something right. And it’s clear they’ll be around for the long term to help.”

OFFERING A BETTER ONLINE BETTING EXPERIENCE
With Red Hat, Paddy Power Betfair stays ahead of its competition by offering a superior customer experience, which is critical to success in the online gambling industry. “By always offering our customers something new, and by having a secure, reliable, and high-performing service, we have a better chance of retaining customers,” said Cutter.

The company plans to continue its partnership with Red Hat to face industry challenges and deliver solutions. “It’s such a solid foundation,” said Cutter. “When we’re up against new challenges, we know Red Hat will be able to help us achieve our goals.”

ABOUT PADDY POWER BETFAIR
Paddy Power Betfair was created in 2016 by the merger of two of the fastest-growing online betting operators in the world: Paddy Power PLC and Betfair Group. Paddy Power is an international multi-channel betting and gaming company. Betfair is an innovative online betting and gaming operator that pioneered the betting exchange in 2000. Paddy Power Betfair has a market-leading presence in the United Kingdom, Ireland, Australia, and the United States, as well as a range of B2C and B2B operations across Europe.

ABOUT RED HAT
Red Hat is the world’s leading provider of open source software solutions, using a community-powered approach to provide reliable and high-performing cloud, Linux, middleware, storage, and virtualization technologies. Red Hat also offers award-winning support, training, and consulting services. As a connective hub in a global network of enterprises, partners, and open source communities, Red Hat helps create relevant, innovative technologies that liberate resources for growth and prepare customers for the future of IT.

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