/betstudios

IONOS CLOUD

Success Story

Using cloud infrastructure to provide reliable gaming and sports betting platforms

Betstudios and the IONOS cloud Compute Engine

As a software developer based in Malta, Betstudios prides itself on providing its customers with reliable platform solutions. These include, for example, a suite that enables companies to manage and integrate gaming operations and accounts – including sports betting applications. For a number of years now, the company has been using its own hardware to provide their software solutions. In addition to the ongoing expenses, there was also the repeating cost of investing in and upgrading its IT infrastructure. This approach was extremely inflexible and the infrastructure was difficult to scale. Betstudios customers often required an increase in server performance, which could not be achieved with their current hardware without upgrading. To help solve this issue, the software developer turned to the IONOS cloud.

Obsolete hardware

For years Betstudios has put time, money and trust into its physical hardware. As a software developer, the company offers its solutions online. *"Up until now, we had an old-school mentality – we preferred to buy hardware and manage it ourselves,"* says André Genovese, Managing Director at Betstudios. *"Dedicated hardware gives you a sense of security. However, over time, you start to feel its disadvantages".* The company found that after four years, the components were already outdated and could deliver less than they actually needed. In addition, it was repeatedly prone to system failures – a pain for the company and, above all, for its customers. *"The biggest challenge for us, however, was that we were unable to scale our infrastructure to accommodate the growth of Betstudios,"* Genovese adds.

Higher performance and better scalability

In order to be able to continue to offer its customers the desired service and to improve its products, Betstudios started looking for another solution. The company required a platform that was easy to manage, offered better performance, ease of deployment, high security and most importantly, the ability to scale to meet their needs. There was no need for extensive research in order to find a suitable platform. Betstudios' partner Clamtech, an IT support and consulting company, recommended IONOS as an enterprise cloud provider. *"That was enough for us, because we knew it would lead to a great collaboration,"* Genovese explains. *"An important issue for us was also data protection, for example. With its data centres within Europe and especially in Germany, IONOS more than meets our requirements in this respect".*

ClamTech – system administrator for betstudios

Rapid implementation

After a planning stage in October 2019 – Clamtech, as the system administrator, together with an IONOS technician quickly integrated the IONOS cloud.

André Genovese commented: *"We were able to define the framework very quickly, so that we were able to start implementation just one month later".* At the end of November 2019, Betstudios was already able to work with the IONOS Cloud. *"Since then, the system has been running to our complete satisfaction,"* says Genovese. According to the Managing Director, there were no major challenges in the implementation itself, the main issue however, was in developing a new mind-set. *"We had to change our mentality and see things from a different perspective. For many years, we were used to working in a certain way. But thanks to Clamtech and IONOS we were able to quickly adapt this way of thinking to the new way of working".* From a technical point of view, Clamtech had to make some adjustments to the database setup. Working with the cloud meant that Betstudios needed to do things differently. The company went from a very traditional dedicated hardware setup to a modern cloud system. This change requires things to be done in a different way, example the fine-tuning of certain soft-ware products such as operating systems, the way things are stored on the storage, etc. Once the right formula was found, the company was able to achieve the desired performance. *"Initially, we modelled processes in the same way as we had done for our previous structure. But as time went on, we started to make changes as the processes were more suitable for a cloud structure. So operating in the cloud is a continuous learning process for us,"* Genovese explains. Virtual machines in different data centres can be set up quickly via an easy-to-use interface. This has enabled Betstudios to develop effective backup procedures that would otherwise have been very difficult to achieve.

Developing a working relationship

The partnership between Clamtech, IONOS and Betstudios was developed on equal terms. *"We have had direct contact with the staff who have been looking after us. In the past we felt like an insignificant number in a large customer base with other companies. IONOS has managed to bring a personal touch to the support, to move things forward quickly and to solve challenges within a very short time. We can always rely on our support team should there be any*

queries". But that's not the only thing that is running smoothly: by switching to a cloud based solution, Betstudios was also able to provide an additional plus for its customers. *"Our systems now offer our customers an even better experience – which has also been positively reflected in our response,"* adds Genovese. Another positive effect: Betstudios now has to spend less money on scaling up, for example, because it can estimate exactly when it wants to increase its performance for resource reasons. This means that the company does not have to maintain and pay for infrastructure that it does not permanently need. *"Thanks to the cloud, we now have the feeling that we are not subject to technical limitations – our systems can grow exactly as we need them. This gives us complete freedom,"* explains Genovese.

A look to the future

Now that the employees of Betstudios have given their new cloud solution a big thumbs up, a steady expansion is planned. Since the migration at the end of November, Betstudios successfully migrated another important segment of its core system infrastructure to the cloud between February and March 2020. *"It is important for us that IONOS makes data centres available at many different physical locations,"* concludes Genovese. *"Having systems from the same provider, but knowing that they are located in different parts of Europe – and therefore offering a certain level of resilience, for example against system failures – is crucial for us."* Betstudios is therefore planning to switch all of its infrastructure to the cloud in 2020, together with Clamtech and IONOS.

About Betstudios

Betstudios was founded in 2015 and is based in Pietà, Malta. It offers a comprehensive sportsbook solution and a gaming platform that provides a comprehensive tool to manage an online iGaming system. The software provider focuses on flexibility, scalability, and performance, enabling it to offer cutting edge products that hand its customers a competitive advantage.

Learn more at https://betstudios.com

About IONOS

With more than eight million customer contracts, IONOS is the leading European provider of cloud infrastructure and cloud and hosting services. From VPS and bare-metal servers through to high-end IaaS solutions: IONOS offers SMBs and large companies all the products they need to set up their hybrid or multi-cloud environment and is the only IaaS cloud computing provider that has its own code stack in Germany. IONOS operates one of the world's largest and highest-quality IT infrastructures with over 90,000 servers. In the Cloud Vendor Universe from Crisp Research, IONOS has repeatedly been named one of the leading providers of cloud platforms.

The IONOS cloud is „Made in Germany" with a data protection compliant IaaS platform developed in-house for companies, system vendors/integrators and managed service providers. It is flexibly scalable and provides free 24/7 support by qualified system administrators. During operation, the capacity of all components can be adapted to current requirements through live vertical upscaling.

IONOS was established in 2018 after the merger of 1&1 Internet and Berlin-based IaaS provider ProfitBricks and is part of the United Internet AG.

Learn more at: www.ionos.co.uk

Can we help you write your own success story?

We've already helped countless of other businesses in various industries do just that. Learn how the cloud can help you reach your business goals. If you're interested in unlocking your firm's potential and ensuring that your business remains future-proof, get in touch with us. Our cloud consultants are happy to offer expert advice and will demonstrate how shifting your IT to the IONOS cloud will best equip you to meet the challenges of a digital future.

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