

Sportingbet: Taking the gamble out of IT service delivery with Numara FootPrints

When Sportingbet needed a single centralised service desk to deal with support requests across multiple territories it turned to Numara FootPrints for help.

Business Driver

The need to have one single, centralised system to deal with global incidents, which was 100 percent web based.

Industry Sector

Leisure (Online Retail Gambling)

Why Numara Software?

Customisable templates, overall ease of use, functionality and ITIL framework.

Business Benefits

Adaptive architecture means that it is easy to code, enabling Sportingbet to make alterations and changes in its own time, delivering a very competitively priced solution.

Background

Founded in 1998, Sportingbet Plc has been listed on the Alternative Investment Market (AIM) of the London Stock Exchange since 2001 and is one of the largest companies on AIM, boasting a turnover of £1.3 million in 2007.

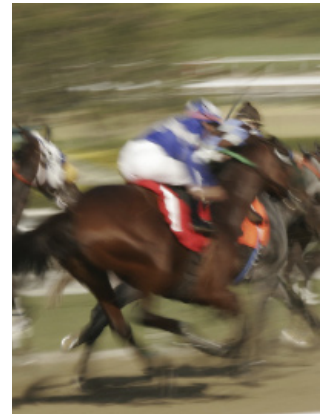
Sportingbet, is a world leading online gaming organisation and it operates under licences from the UK, Australia, Alderney, Italy and Antigua. It spans 30 different markets across Europe, Australia, Canada and South America and offers a wide range of products, including the award winning sportsbook product and casino, poker and virtual games. Sportingbet aims to become the mass market customer champion of online retail gambling providing adult customers with high quality gambling and gaming services in an environment that is convenient, entertaining, fair, regulated and secure.

Operating a 24/7 business

Sportingbet is an incredibly busy and rapidly expanding online business with ambitious goals. An organisation whose lifeblood depends on technology to deliver online entertainment, therefore any downtime could have severe consequences on the health of the business.



Numara FootPrints is incredibly scalable, flexible and customisable so we know it will support us as we grow and our business evolves.



The IT department is under enormous pressure to deliver for the business and this includes ensuring that it runs an effective and efficient service desk supporting up to 500 employees. In order to deliver this critical support, Sportingbet has 60 people working in IT across 3 main sites with Pan-European technicians using multiple systems across a number of geographic territories.

Over the years as the needs of the business have evolved, Sportingbet realised that it needed a more robust and advanced service desk solution. In particular raising global incidents was proving problematic and the company was keen to improve information flow around the organisation and to encourage knowledge sharing. Additionally Sportingbet wanted to make sure it was continuing to utilise resources in the best possible way and one of the key features that it was looking for was the ability for a new system to provide comprehensive reporting around time and resource management. And finally, as an online business, it was looking for a web-based, adaptive architecture that could be changed quickly without incurring costly professional services fees.

A rigorous selection process

In early 2008, Sportingbet set about researching the market for a replacement solution for its multiple systems. The IT team headed up by Operations Manager, Gurdip Clare, put together a requirements document and embarked upon an extremely rigorous and highly competitive selection process which involved:

- A proof of concept presentation from each vendor.
- Vendor responses to a 'scenario' document, outlining how the product would be able to support certain situations in the most fulfilling way.
- An in-depth SWOT analysis was carried out on all competing products.

A number of vendors were invited to respond to the RFP as Gurdip Clare explains:

“We run an extremely busy IT department and as you can imagine we are heavily reliant on technology as a business - downtime costs money! Up until now, we have been operating multiple systems which included manual post-it-notes as well as ad-hoc e-mail and this was proving difficult to manage and incredibly hard to get any kind of trend analysis or any meaningful KPI’s.

Our aim was to purchase a solution that was 100 percent web based and could provide us with one single centralised system. We put together some pretty tough requirements and invited ‘the great and the good’ in the service desk market to respond.”

Finding the right solution

Numara FootPrints, an advanced and adaptable Service Management Platform, which is ITIL verified was chosen over and above a number of other service desk solutions. Numara FootPrints was selected because of its customisable templates, overall ease of use, functionality and the fact that it followed the ITIL framework, Gurdip Clare explains:

“Numara FootPrints won hands down and met our requirements more closely than any of the other products that we evaluated. The solution is ITIL verified which gives us the flexibility to grow the tool as the business grows. But most importantly Numara FootPrints provides a single system for all incidents, so that we have better reporting, time management, resource management and we can further improve communication.”

“Additionally, Numara FootPrints is written in an easy-to-use code, which enables us to make our own alterations and changes as we go along. This was very attractive because it means that we can build additional workflows and easily adapt the Service Desk to the needs of the business.”

Implementation was very smooth, with little on-site support and consultancy required thanks to Numara FootPrints extensive workflow automation that is fast to implement and highly configurable without any programming or extensive knowledge required. A soft launch of the product was successfully completed in the summer of 2008 with full implementation in September. Numara Software’s Professional Services team was on hand for administration training and also helped with the CMDB (Configuration Management Database) implementation.



Embarking on ITIL

It is early days and Sportingbet is only just starting to realise the value that Numara FootPrints can deliver and is still developing its service management strategy and approach. The implementation of the new service desk is part of a bigger picture for Sportingbet who are also going down the ITIL route and in the process of implementing an ITIL framework.

This fast growing dynamic organisation is now looking more closely at certain elements of ITIL contained within version 2 and 3 and thinking about putting in more processes and procedures around IT management as Gurdip Clare concludes:

“We’ve implemented Numara FootPrints as a way to deliver a practical approach to service provision out to the business. The solution offers a highly flexible platform for managing the service desk and extended business process automation without the overhead, or services tie-in typical of other solutions. I would definitely recommend Numara FootPrints to anyone who is looking for a single centralised service desk system.”

Gurdip Clare,
Operations Manager, Sportingbet plc



About Numara Software

Founded in 1991, Numara Software is a global provider of service desk management solutions. Its flagship products, Numara Track-It! and Numara FootPrints, support over 50,000 customer sites worldwide making it the leader in this market for small to mid-sized enterprises.