

Paddy Power Betfair collaborates with Sunbird to enhance data center capacity reporting & asset optimization



Paddy Power Betfair (PPB) is a subsidiary of Flutter Entertainment (Flutter), one of the world's largest sports betting companies. Following a 2020 merger with The Stars Group, Flutter now facilitates online and retail betting through brands such as FanDuel, PokerStars, Full Tilt Poker, FOX Bet, and Sportsbet.

PPB's data center infrastructure plays a key role in supporting the data exchange through which Flutter's betting activity is processed and stored. With impending growth following Flutter's 2020 merger, the demands on PPB's resources shifted, increasing the importance of PPB's Data Center Infrastructure Management (DCIM) capabilities.

In order to optimize and plan for use of data center resources, PPB wanted to better understand their existing capacity levels, trends, and future needs. In particular, it was crucial for PPB and their Senior Data Center Manager, Peter Giles, to be able to easily create, schedule, and send targeted Management Reports from their DCIM data and insights. This wasn't possible with PPB's previous DCIM software vendor, who struggled to keep up with the increased reporting needs.

An outside specialist, Anixter, evaluated and recommended replacement DCIM providers for PPB, who sought more than just improved DCIM capabilities.

"We were looking for a product to buy into us and be our partner, not just something that was sold to us," said Peter, who noted that Sunbird made a powerful, positive impression right from the start.



"From the very first conversation, Sunbird bought into Paddy Power Betfair, and we saw that they weren't just pitching a sale here—they actually had a product that was fit for purpose."

Peter Giles | Senior Data Center Manager
Paddy Power Betfair

Customer

Paddy Power Betfair is a subsidiary of Flutter Entertainment. One of the world's largest sports betting companies, Flutter now facilitates online and retail betting through brands such as FanDuel, PokerStars, Full Tilt Poker, FOX Bet, and Sportsbet after merging with the Stars Group in 2020.

Situation

PPB wanted to better understand their existing capacity levels, trends, and future needs, in order to optimize and plan for use of data center resources.

Solution

PPB engaged in a proof-of-concept arrangement with Sunbird and provided a highly detailed scope of work that described all the features and reporting capabilities they needed.

Results

Sunbird's software has significantly reduced the effort and time required for capacity management reporting. Now, reports are easy to create and customize with high levels of detail and monitoring. PPB has also been able to reduce complexity in the use of their physical and digital assets. This has improved their work product and reduced down-time.

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The Solution

To sufficiently evaluate Sunbird's DCIM software, PPB engaged in a proof-of-concept arrangement with Sunbird and provided a highly detailed scope of work that described all the features and reporting capabilities they needed.

The arrangement lasted several months and included thorough testing of Sunbird's platform and reporting capabilities. "We got good reporting information from the product, and I was able to see that Sunbird is genuine—the software can do what they say it can do," said Peter, "and the relationship grew from there."

Sunbird ultimately met all of PPB's requirements and set out a clear roadmap that allowed them to successfully deliver on new features. Sunbird's DCIM solution provides Peter and his team with "a holistic view at any point in time over the entire data center's state." The platform includes asset management, capacity management, change management, environmental monitoring, power monitoring, rich 3D visualization, business intelligence, and analytics.

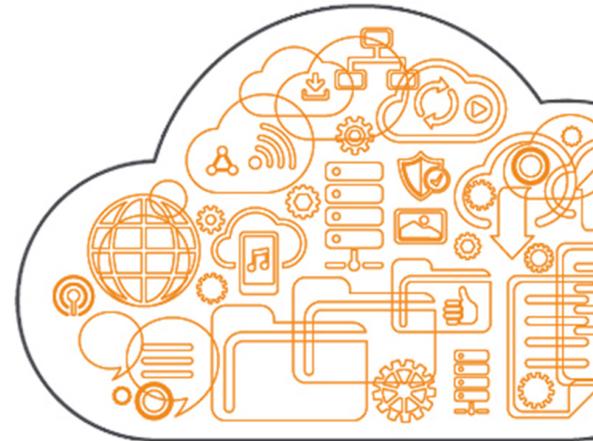
This information allows the platform to be used in a variety of ways. Peter inspects data on the platform for capacity management purposes, and his team uses it from an engineering perspective to review assets and inventory. Even those outside Peter's team can use the Sunbird platform as an information gathering tool.

Sunbird also impressed PPB by constantly incorporating client feedback into the product. Peter "couldn't believe all of the additional asks that were implemented at no charge, just to improve their product. Sunbird's way of looking at it is that it's improving their product and they'll be able to sell it onto other people because it's become part of what they do."

The two companies are currently working on an initiative to "reduce complexity across everything we do," according to Peter. "We use a Sunbird feature that is able to gauge in real-time how our complexity is reducing for work product," said Peter. By incorporating infrastructure data from other Flutter teams, Sunbird has been able to provide "pretty clear and insightful infographics to report upwards on the success of that complexity reduction exercise."

Beyond fulfilling all of PPB's technical and business needs, Sunbird operates as the true partner and invested collaborator that PPB had been seeking.

"The Sunbird team feels like part of the family," said Peter. "You're not a number. You are, in fact, along this journey with Sunbird, and they're along the journey with Paddy Power Betfair."



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The Results



Flexible + Powerful Reporting

Sunbird's software has significantly reduced the effort and time required for capacity management reporting. Now, reports are easy to create and customize with "high levels of detail and monitoring," according to Peter.



Asset Optimization

Peter noted that since working with Sunbird, PPB has been able to "significantly reduce complexity" in the use of their physical and digital assets. This has improved their work product and reduced down-time.



True Partnership

Sunbird cares deeply about and facilitates their clients' success. "We were treated with respect and given the attention we needed. When we asked for something, Sunbird would say, 'How can we deliver that for you? Let's work together.' Their user group forums and webinars make you feel like you're part of developing the product."



Better User Experience + Data Usage

"Sunbird has such a well-rounded product that other people outside of my team trust to feed into their reporting data as well," said Peter. "With Nlyte, we would have maybe 5 to 10 active users of the product. Now, we have 80 to 100 on Sunbird, and I only have seven team members."



Peace of Mind

"We buy into a high degree of accuracy in everything that we do, and we like the tools and the products that we use to be at that level, too," said Peter. "Sunbird lets me sleep better at night because I know that accuracy is not something that I need to worry about. I've had absolutely no issues."



Strong Collaboration

"Everyone at Sunbird is approachable—they all listen and are a pleasure to deal with," said Peter. "When my Sunbird meetings come around, they're ones that I enjoy. The two organizations just have great synergy."

Call 732.993.4476 or visit SunbirdDCIM.com

Sunbird Software is changing the way data centers are being managed. With a focus on real user scenarios for real customer problems, we help data center operators manage tasks and processes faster and more efficient than ever before, while saving costs and improving availability. We strive to eliminate the complexity they have been forced to accept from point tools and home grown applications, removing the dependency on emails and spreadsheets to transform the delivery of data center services. Sunbird delivers on this commitment with unexpected simplicity through products that are easy to find, buy, deploy, use, and maintain. Our solutions are rooted in our deep connections with our customers who share best practices and participate in our user groups and product development process.

Based in Piscataway, NJ, Sunbird serves over 1,850 DCIM customers worldwide. For more information, please visit SunbirdDCIM.com.

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