



## CASE STUDY

# Bell Microsystems helps Betfair to keep punters happy



**“Effectively, deadlines are set for us by the sporting calendar and they are not flexible. We have no choice but to hit that deadline – so it’s important that we work with suppliers that we can depend on to help us meet these challenges”**

Betfair – a pioneer in the provision of online betting exchange services – has chosen Bell Microsystems as a key technology supply partner. Handling 5 million transactions per day and more than 300 bets per second, Betfair relies on cutting-edge IT solutions that offer high performance and reliability, yet are easily scalable to meet future growth in demand.

Barry Bone, Group Procurement Manager, Betfair comments: “Betfair’s innovative approach has brought fantastic success and very rapid growth. However, this places unique demands on our IT environments. The IT systems that underpin our operations have to be flexible enough to respond to new requirements – and within tough deadlines. That also applies to our IT suppliers.

## Team players

“We first started working with Bell Microsystems in 2006. Whereas other suppliers may only offer technical advice when it is requested, technical input is part of the standard way that Bell Microsystems operates. The Bell Microsystems team offers more of a ‘wraparound’ service, from start to finish – from checking and verifying the configurations that our technical team specifies, through to driving the supply chain to ensure that we get the equipment we need, when we need it. Betfair uses Bell Microsystems’ technical experts to perform a ‘sanity check’ and offer advice on alternatives that may deliver additional performance or cost benefits.”

When establishing a relationship with a new customer, Bell Microsystems puts together a team that includes specialists in all of the technologies that are likely to be of interest to that specific customer. In addition to logistics specialists and day-to-day account administration and order processing staff, each team will usually include technical experts in a selection of relevant technologies – servers, storage, data centre consolidation, environmental issues and IT lifecycle management services.

## Flexibility... fitting in with a customer’s established procedures

“I think it’s a very smart operation and the close-knit, team spirit is evident,” adds Barry. “The personnel that work on our account are well motivated and always eager to help whenever anyone from Betfair calls.

“Led by one of Bell Microsystems’ directors, the team has taken the time to gain an understanding of our business and how we operate. Many suppliers seem to expect customers to fit in with their business processes and, as a result, are very transactional in nature. By contrast, Bell Microsystems have shown themselves to be flexible, willing and able to adapt to working in accordance with our procedures – and this partnership has delivered significant benefits. They accommodate late requests and late changes without causing a fuss. Suppliers that really work with you – instead of constantly battling to fit your needs to their processes or turn things to their advantage – are an asset.

## Services add real business value

“Looking to the future, we’re going to be investigating how Bell Microsystems’ IT Lifecycle Management Services could help us to improve the value delivered by our IT estate, throughout the entire lifecycle of our IT systems. The Lifecycle Management Services look like a compelling proposition, with Bell Microsystems able to cover every stage of the IT cycle – from helping us to define which technologies we should invest in, to helping us to get the best out of it, improving IT utilisation rates and then taking care of decommissioning and secure data removal before trading in systems or recycling them in accordance with the WEEE directive. The programme’s Smart Warehousing option could also prove useful in helping us to benefit from volume orders and limited-period promotions.

“Since working with Bell Microsystems, I think we’ve benefited from a close relationship with an IT supplier that understands that ‘time to market’ is vitally important to us. Bell Microsystems’ approach is much more about offering value – not just shipping equipment against an order – and they’ve put the time into understanding the challenges we have as a business and then helping us to meet those challenges, on a daily basis.”

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