

## Betfair Outsource their Software Assets Through Insight's Software Lifecycle Service and Cash in on the Benefits.

Betfair is the largest UK online betting company. Founded in 1999, the company's grown quickly beyond its UK home market, operating in the US, Europe and Australia. This rapid expansion has caused new levels of IT complexity, creating the need for a robust SAM solution.



### The Challenge

Betfair initially had no Software Asset Management (SAM) tool in place, so developing even a basic understanding of how software licenses were being used at this fast growing and increasingly complex organisation was a near impossible task.

As a result, annual licensing true-ups were based on best-guess scenarios instead of accurate, verifiable data, causing Betfair's software bills to jump significantly every year.

Without a stringent SAM process, Betfair had challenges in terms of visibility and control over its software costs.



### Quick Overview

Betfair PLC is the world's largest internet betting exchange. Insight set up a future-proof Software Asset Management (SAM) tool to alleviate the company from increasingly complex IT operations, giving the company better visibility and control of their software costs.

### Quick Stat

From day one, this project resulted in a **six figure saving**.

"The regular audits conducted by Insight have enabled us to realise a robust licensing strategy, where the number of licenses we pay for matches as closely as possible with the number of licenses we actually use."

Mark Cox, Head of Global IT Operations, Betfair



## The Solution

Recognising the need to implement a robust SAM strategy in order to have better visibility and control over its software costs, Betfair initially installed an onsite deployment of Snow License Manager to cover the company's estate of over 2,000 desktops. However, with limited resources and licensing expertise in-house to manage the SAM programme, and in line with the IT team's broader strategy to outsource non-core services to specialist third parties, the decision was made to move to a hosted SAM solution.

Choosing a SAM services provider was made easier thanks to the ability for Insight's Software Lifecycle Service to be based on Betfair's preferred SAM technology – Snow License Manager.

Conscious that there were likely unrealised cost savings to be had beyond the desktop estate, Betfair extended the SAM Managed Service to include its 3,000 servers. Betfair operates in a highly regulated environment, with a growing customer base that trusts the company with their personal data every day. It was imperative that the SAM service was implemented without any risk to the integrity of its customers' data.

The project started with a true-up of Betfair's desktop estate, which saw the company reduce its expenditure on Microsoft software by six figures.

The project was then extended to Betfair's data centre where Insight conducted a further five separate SAM baselines for five different server vendors, ensuring that the company's server licensing agreements were being fully utilised.



## The Benefits

By outsourcing the management of its SAM programme to Insight, Betfair has the peace of mind that its software is being managed by experts. What's more, with the entire programme delivered as a hosted solution, the company has no SAM servers or software to maintain and no SAM team to hire and train. With the Insight Software Lifecycle Services team and Snow working together to ensure the efficiency of its software assets, Betfair is free to focus on its core business of delivering the most innovative Exchange, Sportsbook and Gaming products to its customers.

Beyond the significant cost savings achieved in the initial phase, Insight now manages Betfair's SAM programme on an ongoing basis, ensuring that the company never pays over the odds for software or risks falling out of compliance. This includes monthly and quarterly SAM reports which are analysed by dedicated licensing experts in order to maintain the company's optimum licensing position.

Knowing exactly how many licenses the company has of any piece of software at any given time (right down to the individual software version), which is then easily matched against who is using it and where, means Betfair can reallocate software to a different user before buying additional licenses.

"Purchasing a new license is now just one of many options open to us when a new piece of software is required; in contrast to the previous situation when it was the only option we had."

Mark Cox, Head of Global IT Operations, Betfair

## The Results Highlights



Six figure savings delivered on day one



Insight supplied an EA true-up service and a series of multi-vendor SAM baselines, culminating in a fully outsourced service



Residual savings are ongoing by ensuring that software spend is efficiently aligned to usage



Mitigated the need to hire or train a team - saving copious amounts of time and money

**Manage today. Transform for tomorrow.**

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