



# The countdown has begun

iGaming





# A powerful force

The online Gambling industry has been a powerful force now for more than two decades since the first online casino was created in 1995 and has global revenues in excess of \$565 billion annually. Much of the growth thus far has come from Asia and Europe. However, there has been one market conspicuous by its absence: the US. All that has started to change. The US is currently legalising iGaming and other forms of entertainment on a state-by-state basis. Today Online Casino is legal in 6 states, 26 have regulated online sports betting and online poker is regulated in 6.

## Technology advancements

The advancement of technology infrastructure in recent times has played a massive part in the iGaming industry's growth and success. Superfast fibre broadband and 4G has made it easy for consumers to game from homes and on the move from any device they choose. Technology advancement has also benefited operators greatly, as they have been able to transform into data-driven businesses capable of analysing player behaviour to an extremely granular level.

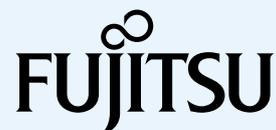
Technology has played a massive part in the iGaming industry's growth and success

## Speed is of the essence

iGaming remains an extremely high growth market, especially in the US. The earlier a provider or operator can deploy into a state, the easier it is for them to gain market share.

With speed being of the essence, it is imperative that operators can set up their infrastructure quickly. Traditionally, operators use a mixture of different infrastructures, such as managed services and co-location,

as well as private and public cloud. However, this can take as much as six months to get online. That is five months too many. By using Nutanix hyperconverged infrastructure for hybrid and multi-cloud environments, time-to-market can be as little as five days.



"Creating and maintaining the right hybrid architecture is essential to becoming a fully data-driven business. Firstly, it lets you get full and instant access to all data, regardless of physical locations. But there's a range of other benefits too, such as more robust data security and sovereignty, along with the ability to adapt quickly to changing conditions, regulations, and new consumer demands."

**Nick McDonald**  
Global iGaming Account Lead, Fujitsu





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#### Overcoming barriers to scalability

Because operators are wishing to expand into new regions quickly, they need to ensure the infrastructure they choose is simple and easy to manage. Ramping up internal on-site skills can be time consuming and is a barrier to scalability that must be overcome. By choosing Nutanix and Viadex, operators can burst into the cloud. They can not only rapidly accelerate their time to market, but deploy, run, and scale their offerings via a single cloud-based platform that boasts on-premise performance, control, and industry-leading security. Thanks to Viadex, all this is achieved through near zero-touch, so operators can fully concentrate on expanding their business.

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#### Complex regulatory landscape

The regulatory landscape for iGaming is complex in the US, with different requirements at the federal, state, and local level. Many states have strict rules around how and where data is stored. This can be problematic for iGaming operators from other parts of the world used to being able to host their systems in the cloud.

By bringing all the benefits of the cloud, whilst allowing operators to maintain their systems on-premise, Nutanix ensures they can adhere with these regulations and have the flexibility to grow. Plus, by boasting industry-leading robust security, Nutanix can meet the stringent data security regulations set out by the gambling commission.

Nutanix brings all the benefits of the cloud, whilst allowing operators to maintain their systems on-premise



"We wanted to be able to start small and grow our infrastructure rapidly to meet demand as it happened, and that's what we got. We needed to be able to scale down as well as up as market and customer needs changed, and that's what we've been able to do. We were looking to build a regulatory compliant infrastructure to empower customers worldwide to move iGaming workloads to the public cloud and that's exactly what we're doing."

**Head of Cloud Architecture**  
**Continent 8 Technologies**





### About Nutanix

Nutanix is a global leader in cloud software and a pioneer in hyperconverged infrastructure solutions, making clouds invisible, freeing customers to focus on their business outcomes. Organisations around the world use Nutanix software to leverage a single platform to manage any app at any location for their hybrid multi-cloud environments.

### About Viadex

Viadex has built a regulatory and technology blueprint called **RAPID DEPLOY** to make sure our iGaming customers can enter regulated markets as quickly as possible. Through our experience in iGaming regulation and infrastructure, our team can assist through the full lifecycle of entering a regulated market. With Viadex's reliable procurement, logistics and managed services engine, you can access the right markets, at the right time within regulation. We'll equip you with the tools you need to attract, retain and expand your customer base.

## A pathway for success

Not fully understanding the market can add costly delays and create inefficiencies. Viadex helps remove these fears. Infrastructure provided by Viadex was used to take the first regulated online sports bet in New Jersey and it has successfully delivered projects across 22 regulated states since. The company's unprecedented experience means it understands both the opportunities and challenges that come with operating in such a highly complex and regulated market.

There is no better partners than Nutanix and Viadex to assist operators looking to enter the US iGaming market. Together, we provide a pathway for success.



Compliance with legislation and regulations



Installing the technology into a remote location



Finding regulated data centre space in an unknown region



Upgrading infrastructure as your business grows to keep delivering the best customer experience



Scoping appropriate technologies for potentially unknown workloads



Adjusting quickly to customer needs and the competitive landscape



Procuring and delivering technology solutions into regions with varying import and VAT costs





## A comprehensive blueprint

Together, Nutanix and Viadex offers a comprehensive blueprint for operators. Allowing them to adhere to stringent regulatory and technology requirements, whilst ensuring they can get up and running as quickly as possible.

### KEY BENEFITS INCLUDE:

**Rapid roll-out** – infrastructure can be online and operational within a matter of days

**Regulatory compliancy** – ensure compliancy with strict regulatory requirements

**Ready for growth** – on demand scalability ensures agility and the ability to flex

**Fully managed** – spend less time worrying about your infrastructure so you can focus on your wider business goals

**Cost effective** – services are available on a subscription basis, minimising initial capital expenditure

**Robust security** – integrated security and industry-leading data protection features

**Optimal stability** – leading to reduced downtime and minimising the need for on-site engineers

**Reduces latency** – DBaaS and data locality ensures latency is reduced

**Flexible** – support for a variety of legacy and container-based apps

## Unparalleled technology and expertise

iGaming is a highly competitive sector. Nutanix's award-winning hyperconverged infrastructure technology, alongside Viadex's unparalleled industry expertise, provides the key to operators disrupting the rapidly evolving US market as soon as a state opens.

Entering the US iGaming market can be daunting. However, with Nutanix and Viadex by your side, operators can navigate the regulatory landscape, build the necessary infrastructure, and launch their operations in record time. The countdown has begun.



FSB

“The gaming regulators in many of the locations we cover require infrastructure to be local to the services provided. Hence why we opted for Nutanix and its on-premise solution which we can deploy rapidly and scale on-demand while still meeting strict compliance rules.”

**Andrew Jobson, Head of IT, FSB Technology.**

**To find out more about how we can help contact Peter Wiley or Andrew Mudge:**

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