

Case Study:

Mansion

Mansion selects Viadex as odds-on winner for IT supplies

“Viadex has proved its value not just in the responsive and rapid procurement and logistics services it provided, but also in its dedication to making sure our IT is constantly as cutting edge as it can be. We really appreciate the monthly check-up visits from the Account Manager. Viadex keeps us on track and in control.”

- Manuel Rodriguez, Director of IT operations at Mansion

About Mansion

Licensed and operating in Gibraltar, Mansion has been serving players worldwide, with premium quality online gaming entertainment, for over ten years. The company is a licensee of Playtech, the world's largest online gaming software supplier; a relationship that entails a best-of-breed approach to IT and a commitment from Mansion to drive optimum systems performance, deploying the latest technology. In November 2016 Mansion won the inaugural Playtech Award for licensee marketing excellence and innovation.

Online gaming is a highly competitive and growing industry with revenues of \$99.6 billion in 2016, up 8.5% compared to 2015. Mansion competes with the likes of Gala, Ladbrokes, and Winner.

Customer care is not a game

Mansion is openly committed to dual reassurance around its services and products – it consistently provides the highest level of customer care achievable and promises that its users will always be thrilled by the great gaming experience Mansion offers. The company's reputation for delivering on these promises defines customer relationships, and certainly builds loyalty. Its ability to deliver depends on robust and cutting edge technology at all locations and across its network.

Trust is a highly emotional issue in online gaming given the financial transactions involved and the sensitivity of data collected, stored and transmitted. Mansion can accept no compromise on robust and reliable IT and high availability websites.

The Challenge

“Our customers use our services 24/7/365, in their hundreds of thousands, all over the world,” says Manuel Rodriguez, Director of IT operations at Mansion. “We have to stay ahead of the curve from a technology perspective; ensuring that our hybrid infrastructure, cloud access, network, and associated issues such as latency, are constantly addressed and always as good as they can be.”

Accelerating project implementation

Mansion were looking for a company that would understand the requirements in detail, could demonstrate deep domain knowledge across compute, storage and network, and would be able to respond and install fast, despite the complexities of delivering to Gibraltar. They selected Viadex.

Mansion were approaching a storage refresh, replacing their NetApp Service Level Manager solution with the EMC VNX series Unified Storage Systems to bring uncompromising scalability and flexibility to their gaming operations. They also needed to bring a fresh set of eyes to their infrastructure issues; a company that would understand the requirements in detail, could demonstrate deep domain knowledge across compute, storage and network, and would be able to deliver fast, despite the complexities of delivering to Gibraltar.

Mansion turned to the Viadex Global IT Procurement and Logistics team to guide them on their systems/equipment upgrade journey

The Viadex Solution: Delivering goods on time and within budget

The Solution

Rodriguez explains the choice of Viadex: “We were highly aware of their reputation as IT experts in the e-Gaming industry. Their experience in powering the world’s biggest online gaming providers, plus their dedicated office in Gibraltar – the reassurance that we could call on them anytime if problems arose – made them a logical choice. Their extensive network of relationships with key vendors then helped tip the balance in their favour.”

The Viadex team started with a top-to-bottom assessment of the critical system pressure points, as an essential first stage to creating a business needs analysis. Working closely with Mansion IT staff, Viadex gained an understanding not just of current customer requirements but also how to incorporate the most viable roadmap into the future.

The timeframe was tight; just three weeks from a standing start to a fully commissioned new storage system, delivered to and installed in Mansion’s Gibraltar location.

The Results : Streamlined and simplified IT operations

The Results

Before commencing a relationship with Viadex, Rodriguez had spent a large amount of time liaising with separate suppliers for each element of Mansion’s infrastructure. He had also had to negotiate three sets of payment structures, deal with numerous account managers and technicians, and accept the delays that flow naturally from a multi-vendor approach to delivery, configurations, implementation and integration.

The Results *cont.*

Single Point of Contact

Multi-vendor complications are now handled by the Viadex Account Manager, freeing up the time that Mansion had previously had to waste on non-core concerns.

Viadex changed Mansion's expectations with an expedited, all-inclusive service, delivered by the Viadex Global IT Procurement and Logistics service. Viadex were able to deal swiftly with the potential hold-ups involved through customs clearance and related admin procedures, meeting the three-week implementation timings set by the customer. Multi-vendor complications are now handled by the Viadex Account Manager, serving as a single point of contact for the Mansion team, and freeing up the time that Mansion had previously had to waste on non-core concerns.

For Mansion, the rules of the game have changed considerably, as Rodriguez says: "The implementation of such efficient supply chain management has had a significant impact on our business. We'll be leaning much more on Viadex in the years to come; a clear enhancement to our competitive advantage."

Problems Solved	Benefits
Minimise downtime risk	Cost-effective redundancy, reliability, and dynamic performance and capacity
Performance optimisation issues	Dead on Arrival testing undertaken at Viadex integration centre to ensure out-of-box functioning and streamlined installation
Complex logistics of multi-vendor relationships	Best terms with multiple vendors, supplied through single point of contact for issues resolution.
Deployment planning	All customs clearance documentation and levies included in highly competitive pricing
Simplification of licensing arrangements	Shipment and logistics expedited
	Best of breed technology due to vendor agnostic approach of Viadex
	Flexible financing aligned to customer's requirements