

LOTTERY FOCUS

Making technology easy

By outsourcing their IT infrastructure needs, gaming company can ease the burden of technology and benefit from the knowledge of IT specialists such as Ardentia

BY VINCENT HUCK

As we all know, technology plays a great role in a gaming company's success or failure, but the diversity of applications and technologies in the industry makes it difficult for operators to keep up. Thus gaming operators have found that outsourcing their IT infrastructure needs to a specialist can be more beneficial than developing in-house IT skills, a trend that is spreading rapidly throughout the industry.

Ardenta, one such IT specialist offering their knowledge and expertise to the gaming industry, has seen a progressive increase in demand in the last few years. Neil Truby, founder and managing director of Ardentia, believes this trend comes from an increasing number of applications and technologies available as well as the companies not wanting all of the different IT skills in-house.

"Most gaming companies understand their trade perfectly but aren't necessarily IT specialists," says Truby. "Outsourcing enables them to pass on one non-core function to a specialist so they can concentrate on what they do best."

Among their customers, Ardentia counts leading operators including Ladbrokes, Blue Square and Victor Chandler among its clients. For these customers, the Ardentia managed service is more focused on specific applications and technologies, Truby adds. "Then there are other operators who perhaps have a core business

in say, running a successful poker site, but may be trialling a games platform and since they have no skills on the requisite infrastructure they would come to us for their additional IT needs," adds Truby.

The Health Lottery chose to outsource its IT infrastructure service provision to Ardentia from the start. It was launched at the end of September last year and has become a highly visible brand in this short time. David Wall, the Health Lottery's IT and operations director, explained that the lottery differentiates itself from other lotteries by the nature of its price structure.

"We have fixed prices so if you win a prize your winnings are not shared with other players. Second, we have a very good low level prize of £50 for matching three numbers. And we are also proud to have a single-minded good cause

“The diversity of applications and technologies in the industry makes it difficult for companies to keep up with”

