

LOTTERY FOCUS



which is health, so all the money raised on behalf of 51 society lotteries goes to health related good causes across Great Britain.”

Lotteries have unique IT demands in a sense that it is a product that can easily fall out of favour with customers due to failures with the infrastructure. For instance, should a customer not be able to buy a ticket one week, they may not want to buy one the following week. So an isolated unsatisfactory or bad experience on the part of the customer can have a degrading effect on his or her involvement in the future.

“It is preferable and advantageous for us to outsource all of our IT infrastructure to a company like Ardentia who have the expertise and experience to be able to give us the best possible service and have all the right resources on hand to deal with any issues we may have,” adds Wall.

The Health Lottery services are offered on a 24/7 basis which represented a great challenge for Ardentia – who consequently had to design and maintain systems that perform strongly and consistently with minimum chance of outages. As Truby explains:

“Large amounts of revenue, and goodwill, can be lost from relatively small amounts of downtime”

“Ardentia wishes to create a virtuous circle of more cost effective and knowledgeable services through economies of scale where possible”

“large amounts of revenue, and goodwill, can be lost from relatively small amounts of downtime.”

The partnership between the gaming company and the IT specialist has been beneficial for both. The Health Lottery has registered a staggering 81% brand awareness only a few months after its launch and is expecting to see further growth in the coming months.

Ardentia has received positive feedback from its customer. “The Lottery has had good feedback from its customers, and I often Google through the specialist magazines for the retailers and there have been no complaints at all about the technology itself,” says Truby.

Despite these recent achievements Ardentia has no intention of resting on its laurels and has plans for further developments in the coming months. “We are trying to focus more and more on managed service around technologies and applications that are of interest to egaming clients,” explains Truby. “From a business progression point of view we want to continue to build our managed service business up.”

Drawing on a core pool of expertise Ardentia wishes to create a ‘virtuous circle’ of more cost effective and knowledgeable services through economies of scale where possible. The IT specialist intends to further develop its ability to deliver solutions that support the growing trends within the industry for more events, more complexity, better system performance and 100% availability.

Ardentia is confident for the future, as Truby adds: “Not everyone can be experts on everything, if egaming companies can find a specialist who can take the pain away of managing the technology for them, and this can be delivered cost effectively, it really should be a no-brainer.”