



# Managed service helps casino software specialist give global customers 24/7 support

## Challenge

WagerLogic, a wholly-owned subsidiary of CryptoLogic Limited, sells casino gaming software and services to some of the world's largest gaming, bookmaking and online entertainment companies. In many cases, WagerLogic hosts the games for its clients. To mitigate any risk and ensure high availability it provides its customers with 24/7 technical support. In relation to the inhouse help desk of 11 employees was proving inefficient and there was a drive to make significant cost savings at the same time as improving service agility. The decision was taken to outsource the technical support function as a managed service.

"It is a mission critical requirement because our business is online. When we are down we are not making money," said Rick Haier, Vice President, Operations, WagerLogic. "We were looking for an improvement in services to enhance our clients' experience and needed to partner someone who could lead us through a change process to the point where we could outsource the support function and concentrate on our core business."

With an HQ in Dublin, Ireland, the company had already been using BT's Citywest Data Centre to host its infrastructure. The next stage, after considering proposals from a number of high-profile IT suppliers, was to hand over the responsibility of the technical support to BT.

## Benefits

By tailoring its IT Optimisation proposition to the customer requirements, BT was able to bring a number of technical innovations as well as cost savings to the managed service support function. A single point of contact service desk was established to ensure any calls were quickly attended to by an experienced IT professional. Rather than simply log calls, the first point of

contact will resolve a high percentage of reported incidents.

Next, BT replicated the existing help desk to ensure continuity in the transition phase but soon began to extend the role with the aim of making the service more proactive. Adhering to best practice standards in ICT management, a new infrastructure monitoring toolset was deployed to ensure the high availability of critical applications.

A new service management platform was deployed to manage incidents faster and more effectively, with routine reporting and administration tools used to better inform BT for ongoing service improvements. With leading edge monitoring technology in place, engineers constantly work to ensure optimum performance levels. The new managed service was also able to leverage BT's existing capabilities and shared service model to deliver economies of scale that not only made the support function more efficient but also more cost-effective, particularly during off-peak hours.

**"As the global economy faces new and difficult challenges, we have been able to help WagerLogic by driving significant cost reduction and service agility, both in ICT operations and across the business."**

Colm O'Neill  
Managing Director, BT Business

BT also proved to be a natural fit for WagerLogic's longer term strategy as Rick Haier explained: "BT's offering is aligned to where we want to go. It is a global company with a footprint in every major region of the world, so as we expand our business into other geographies we know we can rely on BT to be there to help us."

### Offices worldwide

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