Objectives

- Maintain mission-critical applications at peak performance.
- Enhance the credibility and success of the online betting business.

Approach

- Implementation of a Business Technology Optimisation (BTO) strategy with HP Software-as-a-Service (SaaS) for Performance Centre.

Business technology improvements

- Quality and performance of its systems for the 2007 Spring Racing Carnival is ensured.
- Performance testing in a short time is undertaken and huge loads to the website are generated through leveraging on a pre-deployed, optimised implementation and a team of engineers and resources that are not available in-house.
- Thoroughness of its performance-testing is maximised by having a life-like simulation that drives enormous traffic to the website.
- Performance bottlenecks are identified and eliminated to tune for better performance.
- Confidence in its systems is enhanced.

Business outcomes

Accelerate business growth

- Adopted a SaaS approach in terms of performance validation, streamline testing procedures, fast-track time and value.
- Undertook the testing project in its high-availability environment with a centralised application, thereby providing added capacity without putting a strain on existing resources.
- Gained a true picture of end-to-end performance, which facilitated better management decision-making and doubled its business on Melbourne Cup Day.
- Aligned IT and business needs while ensuring application performance.

Mitigate risks

- Delivered 100% uptime on its systems with web servers only reaching 20% load capacity and its database a maximum of 70% load capacity, and provided a high quality user experience that culminated in increased revenues.
Customer solution at a glance

Primary application
- HP’s Software-as-a-Service (SaaS) for Performance Centre enhanced Sportsbet’s credibility, success and confidence in its system.

Primary software
- HP Software-as-a-Service (SaaS) for Performance Centre

With the HP SaaS model providing infrastructure, resources and expertise for HP Performance Centre software, Sportsbet benefited from having the testing project undertaken in its high-availability environment with a centralised application. Mr. Tyshing added, “Undertaking testing internally is fine, but having it done remotely is about as real as you can get. HP SaaS for Performance Centre enabled us to have a life-like simulation that drove enormous traffic to our website and brought factors into play that we may not have thought of internally. Overall, we tested our systems from an end-user perspective and eliminated application performance bottlenecks.”

Mitigating risk and gaining confidence

Sportsbet embarked on this performance validation project with enthusiasm and vigour. It spent some time establishing the typical business functions undertaken by an online user and identifying key business processes to be tested. Part of the complexity was determining the production workloads to apply, as abnormally high-betting events such as the Melbourne Cup drive extraordinary surges in the system just prior to and after the event.

Mr. Tyshing said, “Melbourne Cup is the single most important race on our betting calendar and is the biggest day of the year in terms of revenue. HP SaaS for Performance Centre enabled us to apply consistent, measurable and repeatable loads for one thousand concurrent users to verify that the application would meet specified performance requirements. It also allowed us to identify and eliminate issues that could slow the system down or cause a fatal shutdown on this significant day.”

Mr. Tyshing elaborated, “HP SaaS for Performance Centre helped us negate the likelihood of application performance problems. By giving us a true picture of end-to-end performance, diagnosing application and systems bottlenecks and enabling us to tune for better performance, we mitigated the risk of application failure and enhanced confidence in our systems. In short, by having access to the hard facts and baseline measurements, we were able to put things into perspective, make the right decisions and engineer a successful outcome.”

Accelerating business growth and delivering 100% uptime

As a result of deploying HP SaaS for Performance Centre to validate the performance of its systems, Sportsbet has realised considerable benefits. The organisation has facilitated better management decision-making, experienced operational efficiencies and increased revenue.

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“HP SaaS for HP Performance Centre enabled us to have entire testing processes hosted remotely, which provided us with fast, efficient and extremely thorough application testing.”

Nick Tyshing  
Director  
Sportsbet
Looking ahead

HP will continue to play a key role as the performance validation backbone of Sportsbet’s core systems. By leveraging on the functionality and flexible deployment of HP SaaS for Performance Centre, Sportsbet will continue to derive value from predicting system behaviour and application performance.

When the company migrates to a new server in a few months, it will once again call on HP SaaS for Performance Centre to minimise the risk of performance failures. The migration will occur prior to Melbourne Cup 2008. Efficiencies in performance testing and capacity planning will be driven with HP SaaS for Performance Centre to reduce the risk of server failures and gain the assurance that the new server will perform as intended.

“HP SaaS for Performance Centre has streamlined our application performance-testing processes with an end-to-end, life-like simulation with no strain on existing resources. We have gained fast time-to-value, realised efficiencies, grown our business, mitigated risks and deployed higher quality applications with extreme confidence.”

Nick Tyshing

Mr. Tyshing explained, “We were delighted with the business outcomes of HP SaaS for Performance Centre. First and foremost, we not only survived the 2007 Spring Racing Carnival but also doubled our business on Melbourne Cup Day. Thanks to the preparative measures we put in place, our systems thrived and delivered 100% uptime, with our web servers only reaching 20% load capacity and our database hitting a maximum of 70% load capacity. This enabled us to deliver a consistently high quality user experience, which culminated in increased revenues.”

Mr. Tyshing continued, “Operationally, HP SaaS for Performance Centre software helped us solve key issues and identify areas for performance improvements. We made sure every ‘I’ was dotted and every ‘T’ was crossed, and that nothing was overlooked. The managed service offering enabled us to leverage on the resources and best practices we did not possess in-house, while having the ability to generate almost infinite amounts of loads. We have benefited from knowing that our performance testing was as meticulous and life-like as possible. Most importantly, we have been able to make intelligent, informed business decisions based on having a single picture of release risk. In turn, this considerably reduces the opportunity cost of defects, while driving productivity, efficiency and excellence in our operational environment.”

Technology for better business outcomes

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