

# William Hill

**INDUSTRY** Media & Entertainment  
**HEADQUARTERS** London, United Kingdom



“With Kubernetes and VMware NSX-T Data Center on-premises, we can scale out easily for major events like the Grand National, where we see five or six times more load than we would do on a normal Saturday.”

BEN FAIRCLOUGH,  
 LEAD INFRASTRUCTURE ARCHITECT

## STRATEGIC IT PRIORITIES



Accelerate the  
 Cloud Journey



Transform Networking  
 & Security

Transforming efficiency with private cloud  
 William Hill is a leading player in the fast-moving, highly competitive global gaming market. Around major sporting events, William Hill needs to scale out hundreds of apps in seconds and give customers a reliable, responsive experience every time. Its online gaming platforms publish more than 5.1 million price changes every day. To maintain this position, it needs an IT infrastructure that is highly secure, easy to manage, and cost effective.

### Business needs

- Accelerate ability to roll out new products and make changes
- Save time for IT staff
- Reduce the number of manual tasks needed to deploy new services and applications to production

### Impact

- Improved scalability, enabling fast, flexible response to the demands of major sporting events
- Saved time both for developers and engineers – at least 20%
- Cut time to market for new products, thus improving competitiveness

