



Customer Snapshot: Centrebet

Challenge

- External use of In-house platform chews up bandwidth
- Complex interface to Core Betting Platform
- Expensive integration
- Business flexibility constrained by rigid technology

Solution

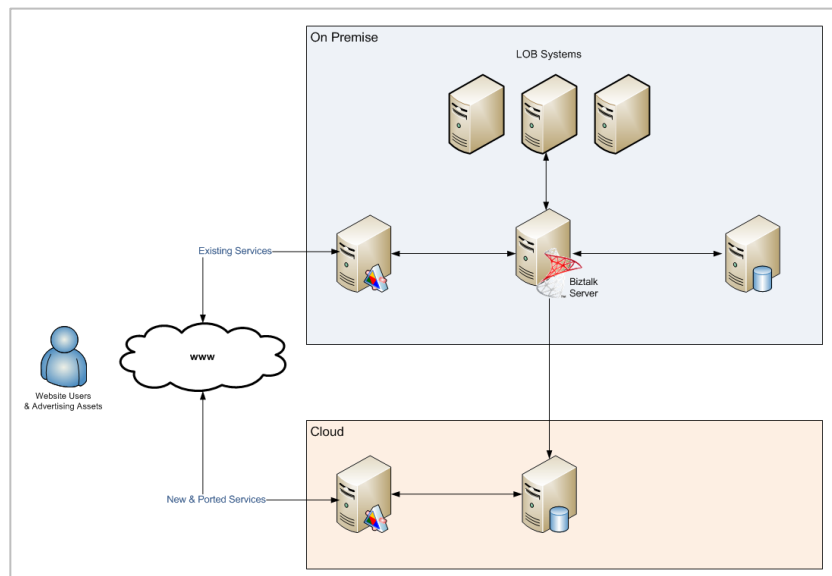
- Strategic vision as cornerstone of technology architecture
- Cloud centric product delivery
- Generic interface to Core Betting Platform
- Consistent development framework

Benefits

- Platform - agnostic betting interface
- Cloud services provide enhanced performance and availability and reduced costs
- Superior long-term capability
- Greater flexibility means more products
- Improved audit & Compliance capability

“Breeze are the best third party supplier we have engaged in Australia.”

Stefan Matthews, CIO, Centrebet



Centrebet, the first licenced bookmaker in the Southern Hemisphere to offer online sports betting, has grown to become a leading international online betting and gaming company. It currently offers up to 6,000 international sports and horse racing markets per week, plus a growing list of state-of-the-art gaming products.

Centrebet operates in a highly dynamic marketplace where the flexibility of product offerings prescribes that the business must remain extremely agile. The company has maintained a leadership position with a number of tactical technology developments over the years, but decided to embark on a set of strategic engineering initiatives that would pave the way for greater diversity in the business into the future.

The engine room of **Centrebet** operations, the Core Betting Platform, needed a more flexible interface to the customer-facing and back-office services, and they asked **Breeze** to help build this with them, on a Microsoft BizTalk framework. Certain requirements for high availability, throughput and timely delivery were a given with this project, but the commercial drive for the development was conceived around the idea of enhanced business flexibility.

Breeze Provided

- Architecture and PoC
- BizTalk Integration Expertise
- Collaborative development and engineering
- Load testing and simulation

Applications

- Microsoft BizTalk Server 2010 Enterprise Edition + Adapter Pack V2.0
- Microsoft WCF Adapters
- Microsoft Azure
- SQL 2008 R2
- AppFabric
- SCOM 2007 R2
- Silverlight 4

The **Breeze** project team worked on-site with **Centrebet**, helping them to implement a set of standard interfaces to BizTalk. The base technical functionality was augmented with enhanced audit, logging and monitoring facilities as well as enriched functionality that allowed **Centrebet** Marketing to be able to readily see new business capabilities for the future.

Breeze were engaged to assist **Centrebet** IT in understanding the nuances of BizTalk integration, and to translate **Centrebet**'s business expertise into a technology solution that was emphatically business oriented. In addition to providing greatly enhanced functionality and flexibility, the **Centrebet** solution pushed in-house applications and data to the Cloud – this meant that the service could cope with peak loads during special events such as Spring Carnival and the Melbourne Cup, but it also allows product delivery anytime and anywhere, at greatly reduced cost.

Working to an aggressive three-month schedule, **Breeze** helped to deliver a complete solution that could handle as many as 240 betting requests per second.

Now and into the future the **Centrebet** business can rapidly deliver new products to market, either as special promotions for major events or as expanded offerings within existing products. In addition, they can further enhance their audit and compliance capacity with better Anti-Money Laundering and Know Your Customer capabilities.

“Breeze’s technology expertise was immediately evident, but what impressed us most was their ability to understand the concepts of our business as quickly as they did.”

Stefan Matthews, CIO, Centrebet

About Breeze

Breeze is an award-winning consulting firm with recognised expertise in the deployment of Enterprise Integration Solutions with Microsoft products. **Breeze** helps their customers to navigate the landscape of new technologies, and assist them in demystifying the complexities of risky projects.

Our reputation is founded on our technical expertise and vision, our customers stay with us because we strive to understand their business and add value to it.

Breeze provide tailored Microsoft product training, expert services, and geeks with social skills – we can build your solution for you or with you, either way it will happen on time and within budget.

“Centrebet had the commercial vision, and the drive to make it a reality - it was easy for Breeze to take Centrebet on this journey because they could see how our technical competencies complemented their domain expertise.”

Mick Badran, CTO, Breeze