



Case Study

Cloud Challenge

Why Google Cloud Platform?

Realised Benefits

Ladbrokes

At Ladbrokes Coral we provide customers with exciting, simple and responsible betting and gaming experiences both online and in shops, delivered by the most passionate and committed people in the industry with more than 3,800 shops and stadia across the UK and Republic of Ireland, an office network comprising locations in London, Surrey, Nottingham, Dublin, Manila, Tel Aviv and Gibraltar.

Like many enterprises, **Ladbrokes Coral** had a big on-premises footprint, which was due for renewal. It was the right time for a digital

transformation not only for the IT side of the business but also on how software is developed and delivered.



“With Google Cloud we have the flexibility to scale and be more agile, what before took us 6 months to deploy, now with automation can be done in a few minutes.”

Steven McDevitt, Director of Infrastructure and Network

Before this transformation, **Ladbrokes Coral** was spending more than 2 months in delivering a fully working environment for their development teams to start working on them.

This is now something that it is in the past. Recently Ladbrokes Coral closed down and migrated to GCP all their digital footprint including Sports and Core Services.

Using a Cloud Adoption Framework helps you determine where you are on your cloud journey today and how to get to where you want to go, now more than 7 development units are consuming common shared services and governance policies across all projects.

Ladbrokes Coral hired **nubeGo**, a **Google Cloud Partner** to help with the design and implementation of this framework in early 2018. **nubeGo** was key in not only bringing cloud expertise but also to connect with relevant third party cloud services companies to handle logging, governance and security.

“We didn’t want to treat GCP as just another data center anymore. We asked ourselves if it really made sense for us to run our own database, cache, or Domain Name System servers when GCP offers a managed version of those services.” summed up **McDevitt**.

“As a modern company, we want to move quick, be able to get our features to our customers as fast as possible; launch, test, deploy and destroy development environments in hours not weeks.”, says **McDevitt**.

By using a **Cloud Framework**, we are now confident all projects are delivered using the same principles.

We introduced the concept of Tenants, and now each development team handles their own compute and firewall rules, which means a quick turnover for building environments for them to deploy the applications.

McDevitt continues, “I’m impressed with how **nubeGo** engineers and architects managed to streamline the process of environments creation and daily updates by using a CI/CD platform integrated with our application pipeline”



Handing over management of services to GCP has also had a positive effect on the IT team’s productivity. “I haven’t had a support callout in six months”

Steven McDevitt, Director of Infrastructure and Network

