



Solution Overview

# Platform Computing Increases the Odds for the Gaming Industry

- “Live-in-play” gaming
- A demand for a greater range of events and markets
- Unpredictable and event driven demand

How can you take advantage of these market forces while making better use of your existing investments in IT infrastructure?

{ Platform  
} Computing

## Gaming is a tough, competitive business. Thankfully, technology is giving pro-active gaming organizations better tools to attract customers and outsmart the competition.

Online betting and gambling businesses that want to offer their customers better access to more exciting events and gaming opportunities must effectively scale IT infrastructure to respond to market factors such as:

- huge demand placed on computational resources by “live-in-play” betting, especially during events that attract peak interest – there is a distinct “need for speed” in order to react to incidents that occur in real-time during an event
- an increasing reliance on complex risk calculations and a greater number of fixed and spread prices that need to be calculated for clients and for partner organizations that syndicate prices, requires enormous, yet cost-effective and flexible compute capacity
- the need to improve the existing analytic infrastructure to process a continuous flow of intelligence on customer gaming activities in order to enhance the gaming experience, as well as to identify any suspicious trends
- the demand from clients for access to a much larger number of events and markets

With the large and growing demands placed on computing resources owned by gaming organizations, it is important for profitability that the IT infrastructure can be scaled in a cost effective, flexible and efficient manner.

### Grid technology provides a cost-effective answer

Grid or cloud technology reliably improves the ability to process more tasks, faster, and more accurately, using fewer IT resources without failure, even in the face of unforeseen events. The adoption of grid technology is making existing competitive strategies in virtually every industry, from retail to healthcare, finance to travel and gaming, obsolete. Platform Computing is a leader in developing grid and cloud technology. Over 2,000 customers use our products in mission-critical environments that rely on real-time data.

“If you can make one heap of all your winnings, and risk it on one turn of pitch-and-toss and lose and start again at your beginnings... Then you’re a man, my son.”

Rudyard Kipling, “IF” (1910)

Grid technology allows enterprises to create an IT framework that transforms low cost, off-the-shelf, easy-to-maintain commodity servers, into a shared resource with the power and speed of a “mini-supercomputer”. Cloud technology adds the benefit of accommodating peak demand on your IT infrastructure without adding more hardware. If a major sporting event increases traffic by a factor of 10, you needn’t worry about having enough dedicated servers to handle this kind of irregular event. Cloud technology allows you to leverage other existing servers within the organization, or accesses external resources in a controlled, policy-based fashion.

An online gaming organization for instance could use such technology to scale in tandem with fluctuating betting loads without any visible reduction in performance. The decrease in latency ensures the customer that they are receiving real-time pricing information to make more informed betting decisions. This also reduces the frustration customers feel when faced with stale prices that they can no longer act on.

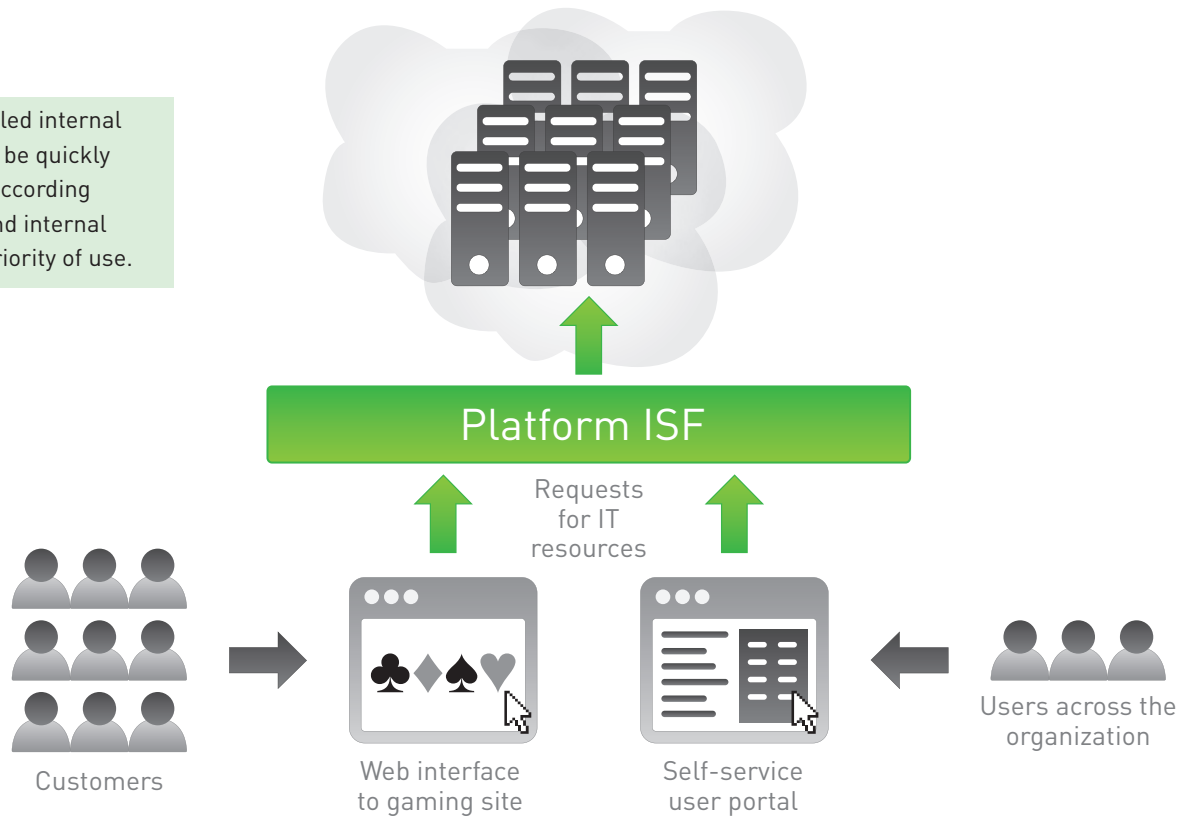
Grid technology automatically balances the work submitted from multiple users and multiple applications, selecting the most appropriate available resource, and ensuring that resources are used efficiently and effectively. Grid software automatically handles hardware and software failures, ensuring that no work is lost. Any new hardware added to the grid can be used immediately as it is made available.

Platform Computing offers the technology to build a grid or private cloud infrastructure so that you can process more information, faster and at a lower capital and operating cost than by maintaining application silos. Any gaming organization that would benefit from being able to learn more about its customers faster, and from having the ability to perform ever-more complex modeling of pricing and risk factors in a more cost effective hardware infrastructure environment should consider Platform’s products.

### Platform Symphony™: A technological edge

Platform’s flagship financial industry solution, Platform Symphony™ underpins core risk and analytics systems for the largest investment banks and other financial institutions in the world, managing grids composed of thousands of CPUs and optimizing the sharing of assets across multiple lines of business in response to business priority. By using Platform Symphony, organizations can model pricing algorithms with more fidelity against a broader set of risk factors. This increase in modeling capacity allows firms to have high confidence in their quantification of risk. Platform Symphony also allows gaming organizations to improve computer simulation capability while simultaneously saving

Figure 1: Pooled internal IT assets can be quickly repurposed according to demand and internal policies on priority of use.



costs related to assets by allowing IT organizations to virtualize resources and share them among multiple user communities or application areas. As a result, Platform Symphony reduces the overall cost of IT infrastructure by increasing system utilization.

Using the unique architecture that Platform software is built on, organizations can not only run their pricing, risk and analytics environments more efficiently, but computing assets can be easily shared with other core business applications as well. This unique capability provides much needed flexibility to IT application architects and managers running risk systems. Supporting a range of leading risk management engines and components, Platform Symphony provides a unique and massively scalable infrastructure on which you can quickly provision and scale out both in-house and third party risk calculators such as Monte Carlo simulation tools. Third party and custom applications including those written using C++, Java, .Net, and Excel can all be deployed in the grid. Platform Symphony is integrated with products from companies including SAS Institute, Oracle Coherence, SunGard and Gemstone GemFire that you may already use.

### Enterprise approach to computing

An enterprise approach is crucial when dealing with process-intensive applications. In many organizations, application groups are fragmented and siloed within different parts of the business. Groups within the organization have little or no communication, don't share data and have different technological solutions

for generating analytics. Leading edge organizations are combining applications and infrastructure resources into more centralized IT models.

By applying grid or cloud computing technology to unify the disparate application silos routinely used by gaming organizations, Platform can help not only more accurately predict customer behavior, but also to model and quantify the financial implications of any imaginable scenario. All this, while helping market leaders reduce their information technology expenditures.

### Additional Platform Computing products and solutions

Platform ISF is the leading end-to-end private cloud management software. It creates a shared computing infrastructure from physical and virtual resources to deliver application environments according to workload-aware and resource-aware policies. Platform ISF enables IT to manage workload across virtual and physical environments and support multiple hypervisors and operating systems, from a single-pane-of-glass.

**Solutions for Microsoft Excel:** Gaming organizations often use Microsoft Excel to model compute-intensive risk computations and pricing simulations. Through its integration with Microsoft Excel, Platform Symphony can provide a more efficient solution for grid-based modeling allowing more timely execution of complex scenarios.

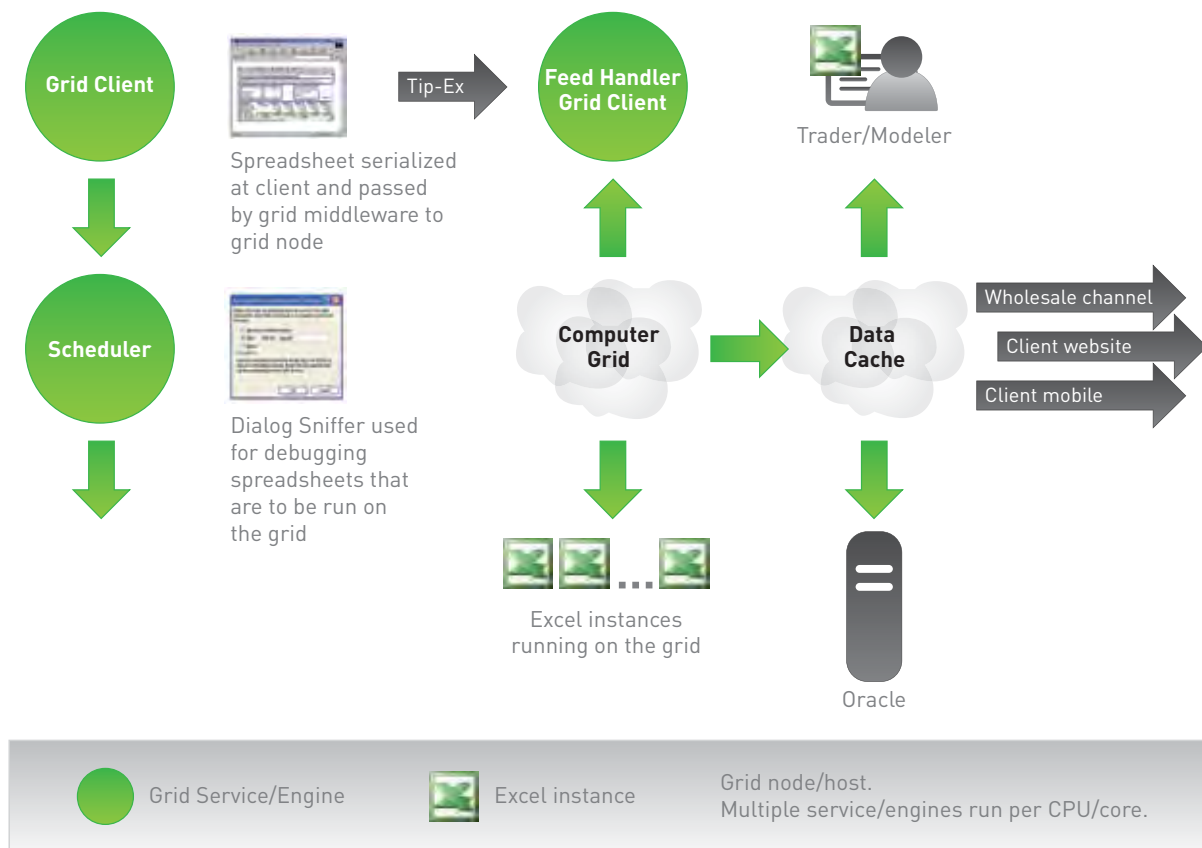


Figure 2: Microsoft Excel on the grid.

**Grid-enablement of in-house risk and analytic solutions:** Platform Symphony Developer's Edition (DE) was developed to assist organizations using in-house risk management applications, to scaling those applications out to a grid with minimal financial investment or application re-engineering.

### What benefits does Platform provide?

- The ability to run more sophisticated models with more inputs in order to provide more accurate and timely fixed and spread prices.
- The opportunity to save costs by breaking down internal IT silos and employing existing, underutilized IT assets when and where they are needed instead of provisioning each application individually for peak demand.
- The opportunity to help ensure regulatory compliance by providing automation around complex tasks that can result in reporting errors.

- Improved agility enabling new applications to be rapidly provisioned on the grid and run more quickly as business requirements evolve.
- A source of strategic advantage for gaming organizations that are competing on the quality, sophistication and capacity of their systems to deliver enhanced customer satisfaction while improving profit margins.
- An opportunity to reduce IT related costs of running risk management and analytic applications.

Gambling is the great leveller. All men are equal at cards.

Nikolai Gogol,  
The Gamblers [1842]



Platform Computing is the leader in cluster, grid and cloud management software - serving more than 2,000 of the world's most demanding organizations for over 17 years. Our workload and resource management solutions deliver IT responsiveness and lower costs for enterprise and HPC applications. Platform has strategic relationships with Cray, Dell™, HP, IBM®, Intel®, Microsoft®, Red Hat®, and SAS®. Visit [www.platform.com](http://www.platform.com).

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