



Latest generation eGaming . . . manage your traffic . . . manage your customers

No one understands IT infrastructures for eGaming better

As leaders in providing reliable high performance global IT infrastructures for eGaming, Ardenta's customers include some of the world's foremost eGaming organisations. Our understanding of global eGaming requirements matched by the solutions we provide is helping to build the reputations of our eGaming customers, as well as the loyalty of their customers.

Reward your best and most loyal customers

Thanks to a number of factors such as low cost broadband, the credit crunch and more the market for eGaming is increasing massively, with huge new opportunities availing themselves for eGaming organisations. Capturing this market while retaining your existing customers demands the most sophisticated, robust infrastructures, with the highest levels of availability and performance.

As a one-stop-shop for eGaming offering IT infrastructure design and implementation through to software and hardware fulfilment, plus a wide array of market-leading support services Ardenta is able to meet your requirements, globally. As part of our offering we are now able to offer latest generation software to manage your web traffic and enhance the loyalty of your best customers.

As a vital component of a high performance, robust infrastructure, we can give you the ability to monitor and manipulate traffic to your web applications using industry-leading software-based application traffic management tools. With these tools, you will be able to identify high value customers and ensure they get the best experience on your website, automatically adjusting service as required. If traffic volumes increase, reducing overall application performance, the reserved transaction servers will service these high value users, while shaping activity system-wide for other users.

This leading capability comes thanks to our partnership with Zeus, adding its Zeus Traffic Manager to our increasing portfolio of infrastructure offerings. It includes the latest generation of software application delivery controllers (softADCs), giving organisations industry-leading capabilities for monitoring and manipulating traffic to and from their web applications.

Jeremy Longley, CTO, PKR.com commented, "Customers are increasingly interacting with our platform, spending more time and money on our site. While this is great for business, it also means that our community expects a reliable online experience with no outages during games or transactions. Our huge growth rate resulted in 1.61 billion hits on www.pkr.com (Mar 10), so it is critical that we have the robust and scalable technology, Zeus manages this huge volume of web traffic. We are confident with Zeus' enterprise-level software in place, that we have a reliable, 100% available online presence, providing an excellent user experience."

Deploy quickly and cost-effectively

Capturing the booming market for eGaming means creating more and better services for your customers while making these services available across a range of *consumer platforms*, including web and mobile. Once you have captured your customers on the internet our services enable you to generate further revenue opportunities by empowering them on other consumer platforms.

Equally, you want to be able to deploy your solutions cost-effectively on any *infrastructure platform* whether for Physical, Virtual or Cloud environments. Zeus Traffic Manager, as a software solution available from Ardenta, enables you to do this in the most cost-effective way.

For online gaming organisations that need to achieve the ultimate in systems performance, the Traffic Manager solution enhances Ardenta's IT infrastructure offerings, making online services even faster, more reliable, more secure and easier to manage. This can be achieved at a lower cost than the hardware alternatives, so our customers get better performance for their own customers as well as an overall reduced Total Cost of Ownership.



Ensure peak performance during big events



For all online gaming sites, major fluctuations in betting rates can result in massive web traffic increases, sometimes rising by 400-500% in the days or hours leading up to major sporting and betting events such as the Grand National, the Football World Cup or a major boxing match. The strain on your network and bandwidth management is obvious. With Zeus Traffic Manager, Ardenta can ensure that you have the capabilities in place to cope with these peaks.

Not only that, as competitors' robots screen-scrape your betting statistics or other bots scan your gaming tables the pressure on bandwidth could reduce performance and drive valuable users away. At certain times in the day this could impact service quality and performance and even deter your most valued customers, who could click to other competitor sites as a moment's notice.

Being able to measure, classify and prioritise traffic means you can react in the right way. You can put into place simple rules that apply as soon as your website begins to run slowly. These rules can favour your best customers, inspecting and classifying web requests, through a variety of techniques.

Build your defences against cybercrime or block it from territories where gaming is not allowed

Using Zeus Traffic Manager from Ardenta you benefit from multiple ways of minimising risks and enforcing security for your network, guarding against Distributed Denial-of-Service (DDOS) attacks or totally blocking it from territories where gaming is not allowed. By deploying this solution we can also ensure it acts as an SSL proxy to unencrypted application servers, while also performing request filtering to discard malicious requests.

In short, this offers a secure no risk enhancement to your network. On top of this, our solution offers the latest and strongest encryption technologies, to ensure peace of mind for you and your customers. We can even ensure that the identity of your back-end servers is concealed protecting them from malicious users while masking sensitive data such as credit card information.

Reinforce failover and disaster recovery

As a global IT infrastructure specialist focused on the eGaming industry, Ardenta already excels in failover and disaster recovery for eGaming organisation. But we recognise that more can always be done. With Zeus Traffic Manager we can ensure that further measures are in place to prevent any loss of productivity in the event of system failure, especially during peak betting periods.

Deliver resilience around the clock

As organizations grow, they acquire more assets - interacting with a larger pool of clients and partners and deploying a broader range of services to meet their needs. At the same time, there is growth in the range of potential risks. Achieving business resilience means acknowledging and proactively addressing those risks as comprehensively as possible to mitigate or even preclude their impact. Traffic Manager is a key enabler of performance, reliability and security, helping to guarantee and deliver 24 x 7 eGaming.

Greater advertising revenue opportunities

With Zeus Traffic Manager, we maximise your revenue opportunities from eGaming, by ensuring fast delivery that doesn't slow down the eGaming experience and impact your reputation. Thanks to this next generation software, we can make sure you push more pages per visitor, enhancing the opportunities to place your advertisements where they will have the biggest impact. Minimal delays on page loads ensure that even the most bandwidth-hungry adverts don't impact performance for your users yet still enable you to gain financial return.

Loyalty in a competitive world

Rewarding your best customers with the best online experience will ensure their loyalty and your revenues. Implementing Traffic Manager will empower you to visualise and manipulate the flow of traffic to your website, creating, managing and delivering exceptional online services and making sure of an outstanding experience for users every time they return. For example, you can conduct application trials or updates with distinct user groups or territories. This, of course, can have enormous positive impact on your competitiveness and profitability.

Overview on benefits

- Competitive edge: identify and achieve High roller/Big Spender priority
- Achieve increased Player Loyalty
- Deliver consistently good service whatever the demand with a trusted provider with product and eGaming specialist knowledge
- Flatten or manage peaks in event-driven traffic
- Ensure high priority applications have enough bandwidth to respond correctly intelligent bandwidth management, real-time monitoring
- Build almost any business logic so that you can treat your site visitors appropriately, directing them to a login page or advising them that the site is not available to them.
- Achieve increased protection against cybercrime (such as DDOS)

