



Background

Sportingbet is one of the world's leading online betting services with markets in 26 countries and over 700,000 active customers worldwide. Their trading and gaming systems support betting on football, poker and other online activities.

Challenges

Sportingbet is a major force in Europe, handling around 79 million bets during the year. The expansion of their business in Western Europe required putting new measures in place to guard and improve service levels, while expanding their systems to support growth. Increased B2B and B2C traffic brought with it significant growth in log volumes, leading to a projected total volume of 60 Terabytes (TB) of machine generated data within one year. Sportingbet wanted to be able to take advantage of this data to optimize their business results.

Sportingbet's existing technology landscape combined several best-of-breed third-party solutions and many highly distributed - often grid based - custom applications. While this architectural approach provided considerable benefits, it led to some unwanted side effects when it came to monitoring, troubleshooting and learning from their machine data.

Valuable metrics and data were locked up in "information silos" that could only be penetrated via segregated vendor provided monitoring tools. It was difficult to quickly get an understanding of what was happening across the entire estate. Delayed identification of potential trouble areas and issues was problematic.

Human intervention was needed to troubleshoot and correlate transactions and events that spanned disparate infrastructure components. Time and effort was spent reviewing log files and trying to connect the dots while debugging and fixing issues in both development and production.

Dashboard summaries provided by the vendor tools were too static, and did not support drilling down into increasingly richer levels of detail and eventually into raw data. This made it difficult to trace back to the root cause of issues, and prevented mining and exploration of the machine data to turn it into insights.

Overall, the situation affected the uptime and service levels Sportingbet could provide for their customers, and obscured potential opportunities to optimize their business. They decided to take action.

Solution

To address the issues, Sportingbet shifted to a DevOps model of operation. Accountability for uptime and service levels is now shared across the technology organization and Logscape is used to facilitate this model.

sportingbet

- Monitors front to back
- Indexes over 100 GB daily
- Over 60 TB of Indexed data
- Deployed apps include
 - Windows App
 - UnixApp
 - Webserver App
 - Java App
- Full Stack Monitoring
- Monitors Oracle Coherence
- Monitors Squid Proxy
- Monitors over 150 IIS servers
- Monitors load balancers
- Business Monitoring
- Architecture Monitoring

“30 minutes in Logscape is the same as 4 days, in other tools”

Andrew Coates, Sportingbet Enterprise Architect

Single Pane of Glass for Monitoring

A single Logscape dashboard provides a summary of Sportingbet's entire technology estate, so that everyone can quickly get a high-level understanding of what's going on. Within functional areas, Logscape dashboards are used to visualize the status of each business process as it maps across the supporting technology components. When things go wrong, Logscape alerts the interested parties. From the dashboard, they can easily see where the error has occurred, and then drill down to investigate further

Troubleshooting and Root Cause Analysis

When issues arise, Sportingbet uses Logscape to drill down and search the raw system and log data generated by third party and custom components, and quickly get to the root cause. Along the way, Logscape helps them visualize and identify patterns, and correlate data and events across the disparate systems to gain a deeper understanding of what happened. In this way, they use Logscape across both development and production environments to speed up debugging and fixing issues.

Data Mining and Exploration

Sportingbet uses Logscape to index, search and analyse over 100 gigabytes (GB) of machine generated data every day. With Logscape they get quick answers to their structured and ad hoc questions. It has helped uncover and fix issues with performance, bandwidth and site trawlers. It has also allowed them to further improve the security of their systems, as well as identify new customer usage patterns. Logscape plays an important role in helping Sportingbet identify, quantify, prioritize and measure their investments in optimizing their technology infrastructure.

Implementation

Sportingbet uses Logscape to monitor, troubleshoot, search and explore machine data on 150 high performance compute servers. Hundreds of gigabytes of data per day are generated by custom C++, .net and Java applications, as well as a variety of middleware, data clouds, application servers, web servers, proxy servers, and the UNIX and Windows operating systems.

Logscape's cloud based architecture maps to - and scales with - Sportingbet's existing infrastructure. Data is indexed and searched locally, on the machines where it is generated. This "in place processing" is much faster than traditional approaches to machine data analytics, which introduce network latency issues while collecting and indexing data on a centralized server. In addition, since Logscape does not shift data around the network, it consumes far less bandwidth, storage and CPU than traditional centralized approaches, and keeps Sportingbet's overhead costs to a minimum.

Logscape is now an important part of Sportingbet's DevOps model. The development teams follow standard patterns for logging and system instrumentation, and predefined Logscape searches and dashboards automatically process and visualize the machine data as it is generated. Logscape's multitenant and user/role based security capabilities allow each person to see only the information that is relevant to them. Without any additional configuration, everyone can automatically monitor and track real-time system status and KPIs in both development and production, even as the underlying systems change.

The rollout at Sportingbet has been flexible and agile. They were up and running with an initial deployment within a single day, and continue to bring both new and legacy components into the fold over time. As Sportingbet develop their technology landscape, Logscape adapts and grows to support it.



Results

- Optimized System Behaviour
- Increased content delivery speed
- Decreased unplanned downtime
- Increased development speed
- Reduction in Risk
- Optimization of Investments
- Cost savings on Infrastructure
- Cost savings on Bandwidth
- Used in the DevOps process

“A game changer for us”

Andrew Coates, Sportingbet Enterprise Architect

For more information, contact sales@logscape.com

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