



rackspace

Rackspace Customer Story – Egaming/egambling

Supporting LeoVegas to stay at the cutting edge of gametech

Rackspace delivered a cloud platform to help the gaming company continue its rapid international growth.

Our customer

LeoVegas is a global mobile gaming company, - founded in Sweden 2012, it is ranked as Europe's number one mobile casino business, with approximately 900 employees and 1.4 million customers.

The obstacles they faced

Customer experience is critical for LeoVegas. As it grows rapidly, it needs an infrastructure which will support its ambitions and keep it compliant with the stringent regulations it adheres to. At the same time, it is investing heavily in artificial intelligence to continue to deliver an enhanced service.

How we helped

Working with Rackspace, LeoVegas migrated its infrastructure to Google Cloud Platform to access a compliant, scalable and reliable base from which it could continue to grow and innovate.

What we achieved together

Thanks to its new infrastructure and partnership with Rackspace and Google, LeoVegas can access both the technology and knowledge it needs now while preparing for future growth, without impacting the customer experience.



Rackspace provides the platform for LeoVegas' innovation and growth

LeoVegas is one of Europe's fastest growing mobile gaming companies, with over 1 million customers. It is committed to using technology to deliver an enhanced customer experience, all while remaining compliant with gaming regulations in each of its markets.

LeoVegas has enjoyed rapid growth, both in customers and employee numbers, and it needed its systems and infrastructure to be able to support its continued trajectory. At the same time, it wanted to be able to operate in a way that got the most from its operations with the least effort. Working with Rackspace, it migrated to Google Cloud Platform (GCP), giving the company the compliant, scalable and reliable platform it needs to expand internationally.

Managing rapid growth

Conceived as an idea at a BBQ by Swedish entrepreneurs Gustaf Hagman and Robin Ramm-Ericson, LeoVegas was founded in 2012. Aimed at mobile users, it now has over 1.4 million customers and 900 employees, with significant audiences in the UK and Nordics, as well as other European markets.

It is this focus on mobile that has been key to its growth, according to Tomas Eriksson, head of market development at LeoVegas. "We have always been mobile first. Everything we do, whether development, marketing, new services, experience, has always been promoted first on mobile. It's one thing that makes us different, and we want to continue to be leading in game technology."

Being able to tap into the popularity of smartphones has given it a way in to new markets that may have previously only had access to gaming physically in casinos or online. "We've taken market after market by introducing mobile gaming," explains Louise Nylén, deputy CEO at LeoVegas. "Our strategy is based on looking at regulated and soon-to-be regulated geographies and seeing if there is a fit for us." As part of this, the company recently became one of the first businesses to be awarded a license to conduct casino and sports betting online in Sweden. This is a critical step for LeoVegas – regulated markets currently make up 35 per cent of its revenue, but with the addition of Sweden this is expected to grow to 60 per cent.

This can only be sustained by a commitment to the customer experience. To deliver this, the business has invested heavily in machine learning and artificial intelligence, building a complex system to deliver real-time updates. "We are always trying to stay one step ahead," says Eriksson, "always building for something bigger. That is the key to our success, that we are future-proofing our business."

In order to achieve all this, the company needed an infrastructure that could scale as it grew. It spoke to Rackspace, who recommended migrating to GCP to access its ever-evolving functionality and significant European-based resources, a critical factor to remaining compliant.

Achieving the most with the least

Cloud computing was a concept the company had considered from day one. "We're always operating on getting as much as possible from the least amount of effort, so cloud

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Tomas Eriksson,
Head of Market Development, LeoVegas

computing has always been of interest,” says Eriksson.

At the time, however, there were only a handful of providers operating in LeoVegas’ markets, making it unviable. However, as the technology matured, it became a more competitive opportunity. After an experiment with private cloud revealed that the company would not be able to grow at its current rate, it switched to GCP. “Google was the obvious choice. The rate at which it ships new functionality matches the rate at which we need increasing support as we invest more heavily.”

That functionality is vital to a business as focused on innovation as LeoVegas. “AI and machine learning demand huge amounts of resource, at a level that would not be sustainable in an on-premises or private environment,” comments Eriksson. “Using Google means we can trust the technology will keep pace of our own innovation, without us having to spend time on something that’s not core business to us.”

“Partners like Rackspace are key to our development. We need to be flexible, agile and fast, so our partners must also have those attributes.”

Louise Nylén,, Deputy CEO, LeoVegas

GCP’s global reach was also an attraction. “We need to be physically based in Europe because of our licenses, which could be limiting. However, with Google, we have a lot of flexibility and can move our resources around its European locations to optimise latency in our key markets, depending on traffic spikes and customer usage.”

Rackspace’s team provided knowledge and guidance as LeoVegas migrated to GCP. Being able to have both the technical expertise of Google and the consultancy and knowledge of Rackspace was the key to success, according to Eriksson. “Having access to Rackspace’s special services and its training, on top of Google’s position as the most cutting-edge cloud provider is the perfect match for us.”

A partnership that can grow

For LeoVegas, having partners that it can grow with is critical. “Partners like Rackspace are key to our development,” says Nylén. “We need to be flexible, agile and fast, so our partners must also have those attributes.”

That means the likes of Rackspace and GCP need to expand and innovate as well, in order to support LeoVegas’ own evolution. “Rackspace has expanded its professional services and given us the opportunity to find the right cloud service for our goals. Its whole team understands our business and what we’re trying to do,” explains Eriksson. “Rackspace is really helping us to grow.”

About Rackspace

At Rackspace, we accelerate the value of the cloud during every phase of digital transformation. By managing apps, data, security and multiple clouds, we are the best choice to help customers get to the cloud, innovate with new technologies and maximise their IT investments. As a recognised Gartner Magic Quadrant leader, we are uniquely positioned to close the gap between the complex reality of today and the promise of tomorrow. Passionate about customer success, we provide unbiased expertise, based on proven results, across all the leading technologies. And across every interaction worldwide, we deliver Fanatical Experience™ — the best customer service experience in the industry. Rackspace has been honoured within the top 100 Great Places to Work for more than a decade.

Learn more at www.rackspace.com

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