BUILDING A TRUSTED FUTURE PLATFORM FOR E-GAMING

" The Test People have been a key supplier in assisting William Hill deliver their business goals over the past few years, a two-way partnership that has helped us on multiple projects enhancing our offering in the wider place. We would recommend The Test People as a name you can trust. "

Paul Durkan - Head of Delivery & Development, William Hill Online

THE CHALLENGE

As one of the UK's oldest and most respected gaming companies William Hill were keen to take advantage of the major sporting events of 2012, delivering accurate, trusted, quality world-class service across multiple platforms, through their new Sportsbook application to a growing user base.

Speed of price updates to the growing user community was vital. Consequently, William Hill selected Push Technology's Diffusion platform, delivering high performance multi-channel solutions to push data to net-connected devices beyond tradition bandwidth or performance limitations. By only sending data if and when that data changes, the new application could deliver huge volume at near-zero latency without the need for significant changes to existing infrastructures.

It was imperative that the application be tested to reflect the real-user experience.

The complexity of the new application, coupled with a need to seamlessly deliver more events at higher speed and load, through simultaneous channels (web, mobile, tablet) meant a total re-evaluation of testing arrangements, tools and procedures.

THE SOLUTION

The TTP engagement started with an in-depth consultancy, staffed by technical test experts forming the basis of a strategic, long-term performance engineering project.

TTP looked at standard and bespoke test automation solutions across the entirely new In-Play Trading application, The objective was to ensure confident timely data delivery, with platform integrity and integration across systems and locations.

TTP delivered performance testing through an 'automation at scale' approach. This meant spinning up 30,000 real browser versions from Amazon's EC2 IaaS cloud service, and using the Selenium Java based open-source web testing automation tool controlled by a TTP developed framework controlling 30,000 real instances of the Sportsbook. Actual clients and actual applications were used making the tests truly representative.

Migration of mission critical systems and data across multiple data centres was also a high priority, and TTP's experience in performance testing and cloud-based performance engineering, scalability and loading ensured cost-effective safe relocation of primary data, backup and disaster recovery systems throughout the project. The Test People provided flexible on demand virtually unlimited load capability, whilst also delivering more robust and easier to maintain performance test scripts.

From a human resource perspective, TTP created flexible teams able to change according to client and project demand, enabling cost containment for a successful in budget project delivery.

By forging a close working partner relationship with key stakeholders at both William Hill and Push Technology, TTP were able to build a reusable, efficient automation and performance test platform.

THE RESULT

Through innovative application of the proven TTP e-gaming market knowledge and performance engineering methodology, previous bandwidth bottlenecks were quickly identified and eliminated, with faster testing of the true user experience through new channels and browsers.

The new functional richness and sophistication of the Sportsbook application was the result of significant investment in complex new technologies. Following the TTP testing and performance engineering engagement William Hill were confident that the Sportsbook would perform not only as designed, but be able to handle future peak loads with virtually unlimited scalability.

Stakeholder involvement and trust are imperative for project success, and this was proved by the William Hill/TTP relationship, where TTP are seen as a trusted partner, and actively involved at the earliest stages in new projects.

CONCLUSION

With a stated management mission to grow the revenue and user base, William Hill realised the additional benefit of improved market positioning through faster delivery and implementation of the new Trading Engine, and have achieved this goal by working closely and collaboratively in a three-way partnership with TTP and Push Technology.

Over the time of the project, the internal testing teams have become more skilled and better equipped with new tools and processes, creating a solid foundation for future project development and delivery, managing higher loads and scale.

For William Hill, the future viability and integrity of multiple delivery channels and software applications is assured as the Sportsbook and other products move to their next phase of development. The success and benefit of TTP lies in its trusted, secure and resilient testing and performance engineering strategy, enabling multiple key project delivery to William Hill on time and budget over 5 years.

ABOUT WILLIAM HILL

Founded in 1934, William Hill is one of the best-known names in the UK gambling industry and is the largest UK operator of betting shops, with over 2,390 shops representing around 26% of the market. In 1998 William Hill became the first in the industry to launch an online betting facility, named Sportsbook.

William Hill took almost £19bn in stakes in 2012 through its multi-channel approach to UK consumers (shops, online, text and via mobile devices), and group net revenue grew 12% to £1,276.9m. William Hill Online is one of the leading European online gaming and sports betting businesses. Sportsbook serves customers from over 175 countries offering online casino, poker, bingo and skill games. William Hill employs around 16,800 people worldwide, and is publicly quoted with a market capitalization of £3.35bn.

ABOUT THE TEST PEOPLE

Founded in 2007 with offices in Leeds, London and Gibraltar, The Test People Limited (TTP) is an innovative testing solutions and consulting firm providing Performance Engineering, Automation, Test Strategy and Managed Test Services. We take a highly technical and innovative approach to testing, ranging from utilising the latest toolsets to developing bespoke testing solutions for complex test, performance and automation challenges. We are at the forefront of testing new technologies and utilising the cloud to provide the most flexible and value-add test service available in the market today.

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