



# Smartodds Eliminates Tape and Moves to AWS with Rubrik

## SMARTODDS

### INDUSTRY

Technology

### RESULTS

- 90% management time savings
- Significantly improved backup performance
- Near-zero RTOs

### THE CHALLENGE

- Time-consuming tape-based legacy solution
- Lengthy recovery times with tape
- Inability to migrate to cloud

### IT TRANSFORMATION

- Policy-driven automation for management simplicity
- Simple and powerful data management solution across physical and virtual applications
- Seamless integration with AWS

Headquartered in London, UK, Smartodds is a leading statistical research company, specializing in sports modeling services. Using sophisticated big data analytics coupled with predictive statistical models, the company provides deep analysis of past and future sports matches to professional gamblers. Smartodds monitors a large number of sports fixtures each month, as well as other sports matches globally, to provide its clients detailed insight on match performance to help them place the most profitable possible bets.

Charles Delroy, Infrastructure Engineer, is part of Smartodds' 8-person IT team. "IT is critical to the success of the company. We provide real-time statistics for our clients, so if we go down and are unable to provide up-to-date data, it could potentially impact our customers' ability to make betting decisions," said Charles. "Downtime could be catastrophic. Our main objectives are maintaining 24/7 availability and prioritizing innovation that will allow us to better serve our customers."

"Innovation is our driving force. Some people say, 'If it ain't broke, don't fix it', but we operate with the mantra of, 'It is broke, you just don't know it yet.' So we are always trying to make things faster, easier, and better through smart technology," said Charles. "We believe Rubrik will enable us to be more cutting-edge in our fast-moving market."

### CUMBERSOME AND RESOURCE-INTENSIVE LEGACY SOLUTION

Prior to Rubrik, Charles and team struggled with their legacy backup solution, particularly due to the management overhead and costs associated with tape and offsite storage.

"I couldn't tell you the number of headaches we had with our legacy solution. Every month, we had to perform a full backup to tape. Unfortunately, our legacy system wasn't smart enough to detect the previous month's backup, so it would just start over from the beginning. This process could take up to 14 days because of our large SQL environment," said Charles. "Furthermore, we had to monitor and troubleshoot tape backups daily, which would eat up 3 to 4 hours of our time per week."

Smartodds' IT team was on the search for a data management solution that would help eliminate tape and make better use of their resources. "With Rubrik's incremental forever backups, we've been able to dramatically increase capacity and network efficiencies. We now spend less than 5 minutes per day managing backups."

## MANAGEMENT SIMPLICITY AND CLOUD MOBILITY TO AMAZON AWS

By moving to Rubrik, Charles and team have eliminated costly hardware licensing costs and are no longer using tape for monthly backups. “Rubrik has also allowed us to migrate off tape and archive to public cloud with Amazon AWS. We’ve already leveraged AWS for significant cost savings, and the integration couldn’t be easier — just assign an SLA and Rubrik takes care of the rest. Overall, Rubrik has provided us with a far more advanced and streamlined data management architecture,” said Charles.

Smartodds uses Rubrik to manage its 85% virtualized environment, including Microsoft SQL, Exchange, and various in-built applications. Benefits include:

- **90% management time savings:** “With our legacy solution, we were spending 3 to 4 hours every week just managing backups. Now we only spend a few minutes per day checking Rubrik. We also no longer need to move physical tapes every month. That’s a huge win!”

- **90% faster backup performance:** “Incremental-forever backups deliver much faster backups. Previously, we were doing full monthly backups to tape, which could take up to two weeks. Now, backups are completed in minutes.”
- **Near-zero RTOs:** “With Rubrik’s Live Mount feature, we can restore our SQL databases in minutes.”
- **Best-in-class support:** “With our previous vendor, there were numerous instances where their support team couldn’t fix the issue at hand. Rubrik’s support is a night and day difference.”
- **Plug-and-play:** “Rubrik’s installation was incredibly fast. We were up and running within the day.”
- **Ease of use:** “Rubrik’s intuitive interface is at a completely different level than its competitors. It really is as simple as point and click.”



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Rubrik delivers a single platform to manage and protect data in the cloud, at the edge, and on-premises. Enterprises choose Rubrik’s Cloud Data Management software to simplify backup and recovery, accelerate cloud adoption, and enable automation at scale. Rubrik’s run-anywhere, scale-out architecture is built to empower IT departments today and in the future, reducing total cost of ownership while enabling infrastructure flexibility for a multi-cloud world. For more information, visit [www.rubrik.com](http://www.rubrik.com) and follow [@rubrikinc](https://twitter.com/rubrikinc) on Twitter.