



Measure Business Behavior with Predictive Analytics: Playtech's story

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Today's Speaker



Eli Eyal
Operational Support Services Manager
Playtech



Housekeeping

- This “LIVE” session is being recorded
Recordings are available to all Vivit members
- Session Q&A:
Please type questions in the Questions Pane



Webinar Control Panel

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Full screen/window mode.

Questions



Polling Question #1

Q: Is your organization transforming its customer / client facing interaction to web and mobile?



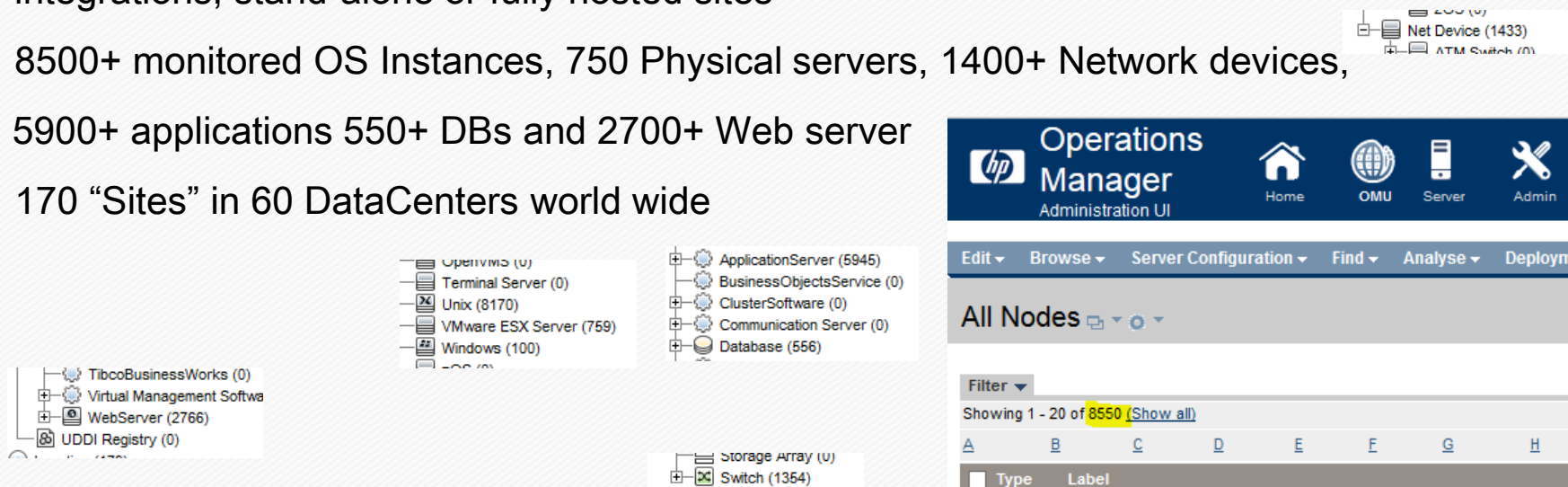
Polling Question #2

Q: Is exploiting predictive solutions a high priority today?



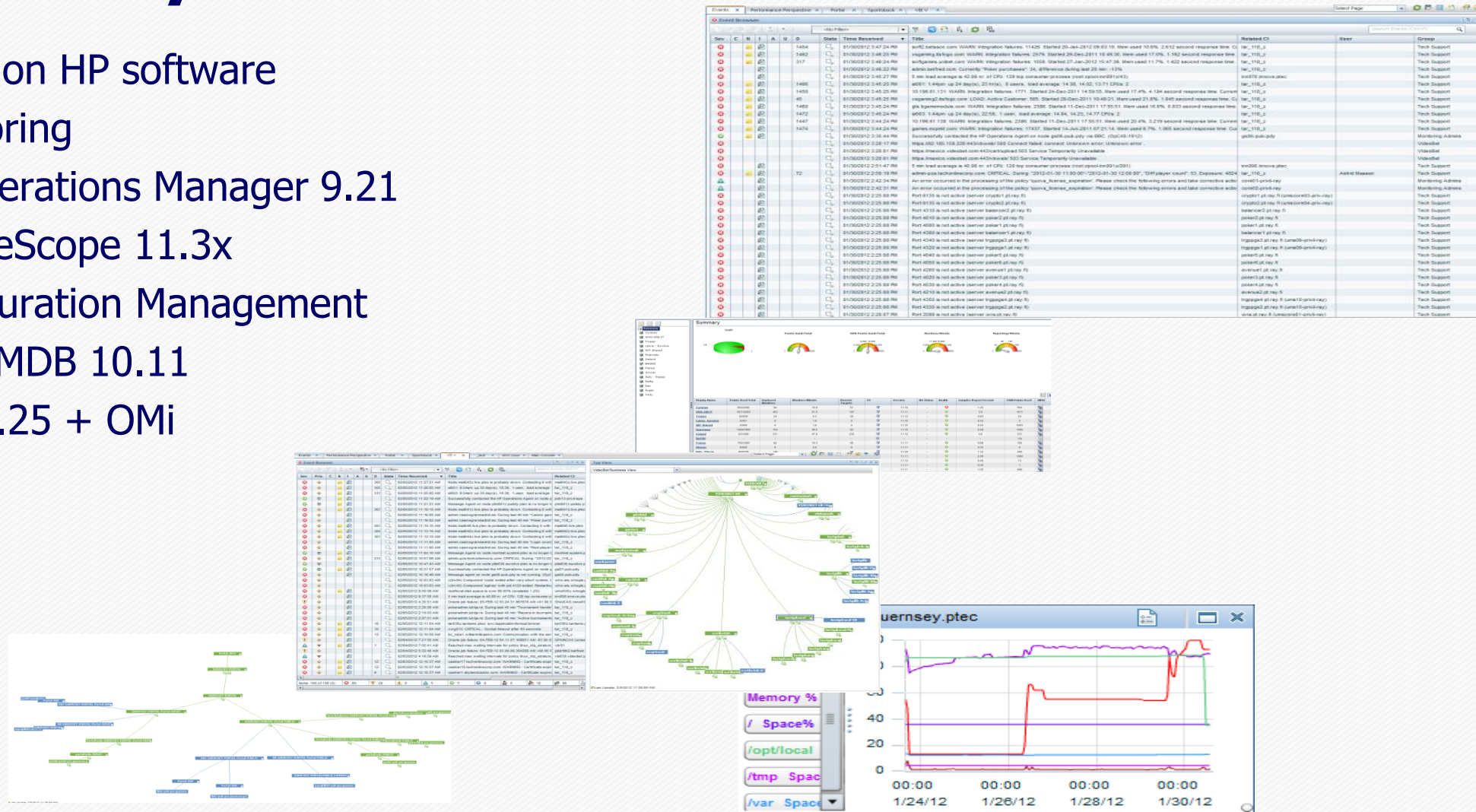
Playtech Introduced

- The world's largest online gaming and sports betting software supplier. The strongest player on the market of gaming solutions. B2B online gaming Platform providers.
- Extensive product range includes Casino, Poker, Bingo, Live Games, Sports Betting, Binary Options, Mobile, Social Gaming, Lottery, Server-supported Terminals, as well as Casual and Fixed Odds Games.
- Unified platform and can be integrated with one another, complete management solution.
- Technologies: Download clients, Flash games, Mobile, Live streaming, HTML 5, Social integrations, stand-alone or fully hosted sites
- 8500+ monitored OS Instances, 750 Physical servers, 1400+ Network devices,
5900+ applications 550+ DBs and 2700+ Web server
- 170 “Sites” in 60 DataCenters world wide

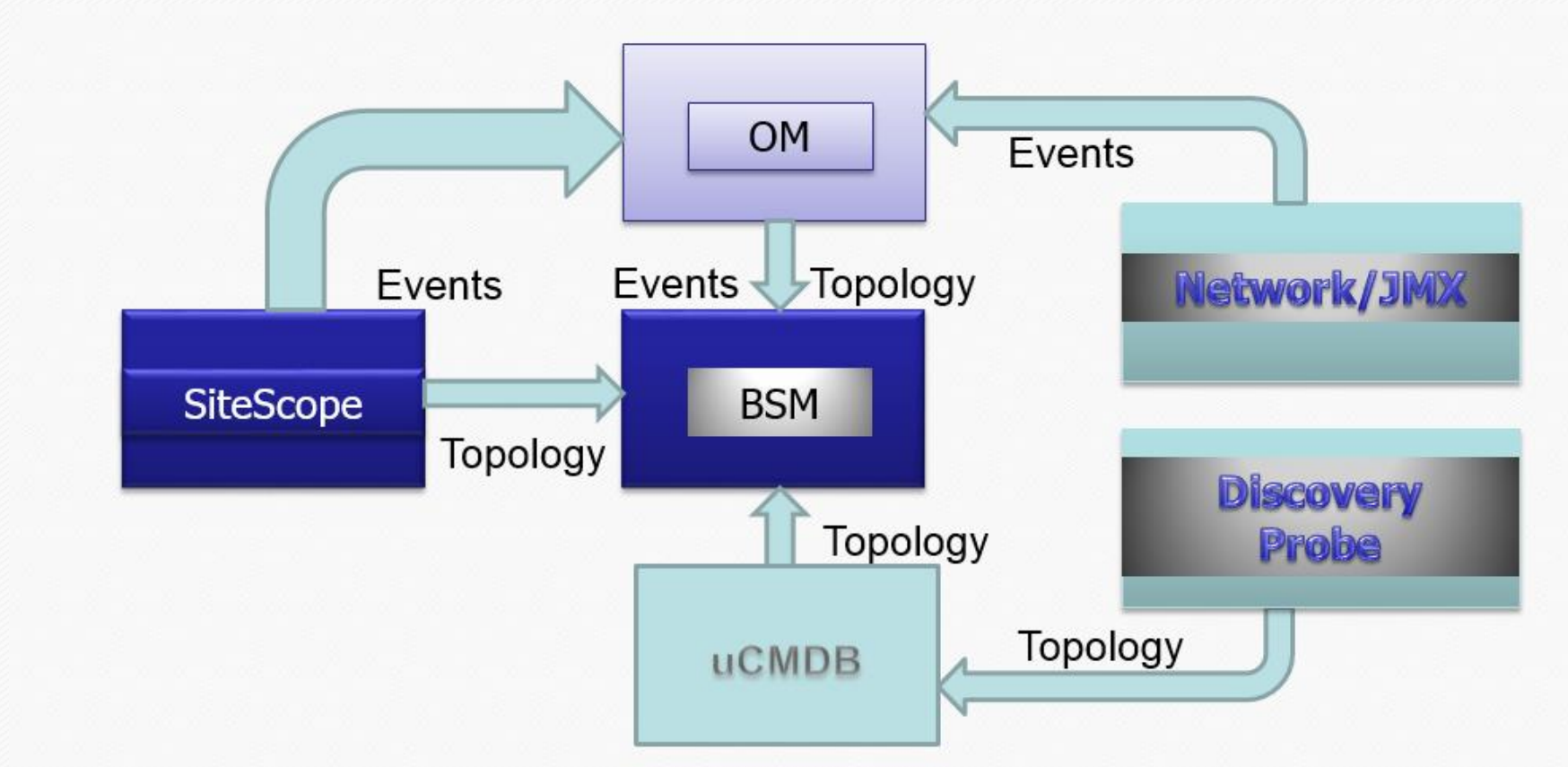


OSS in Playtech - Overview

- Based on HP software
 - Monitoring
 - ◆ Operations Manager 9.21
 - ◆ SiteScope 11.3x
 - Configuration Management
 - ◆ uCMDB 10.11
 - BSM 9.25 + OMi



OSS in Playtech - Overview



Playtech monitoring layers

- Infrastructure
- Applicative
- Service

What else is needed?

The Challenges

- Starting the monitoring project at 2010
 - ◆ The complete deployment took over a year
- Many applications were not "Monitoring ready"
- Many issues were related to external integration
- Network and DDOS attacks were not detected

- Starting at 3% fault detection in 2010
- Reaching only 50% fault detection in 2013

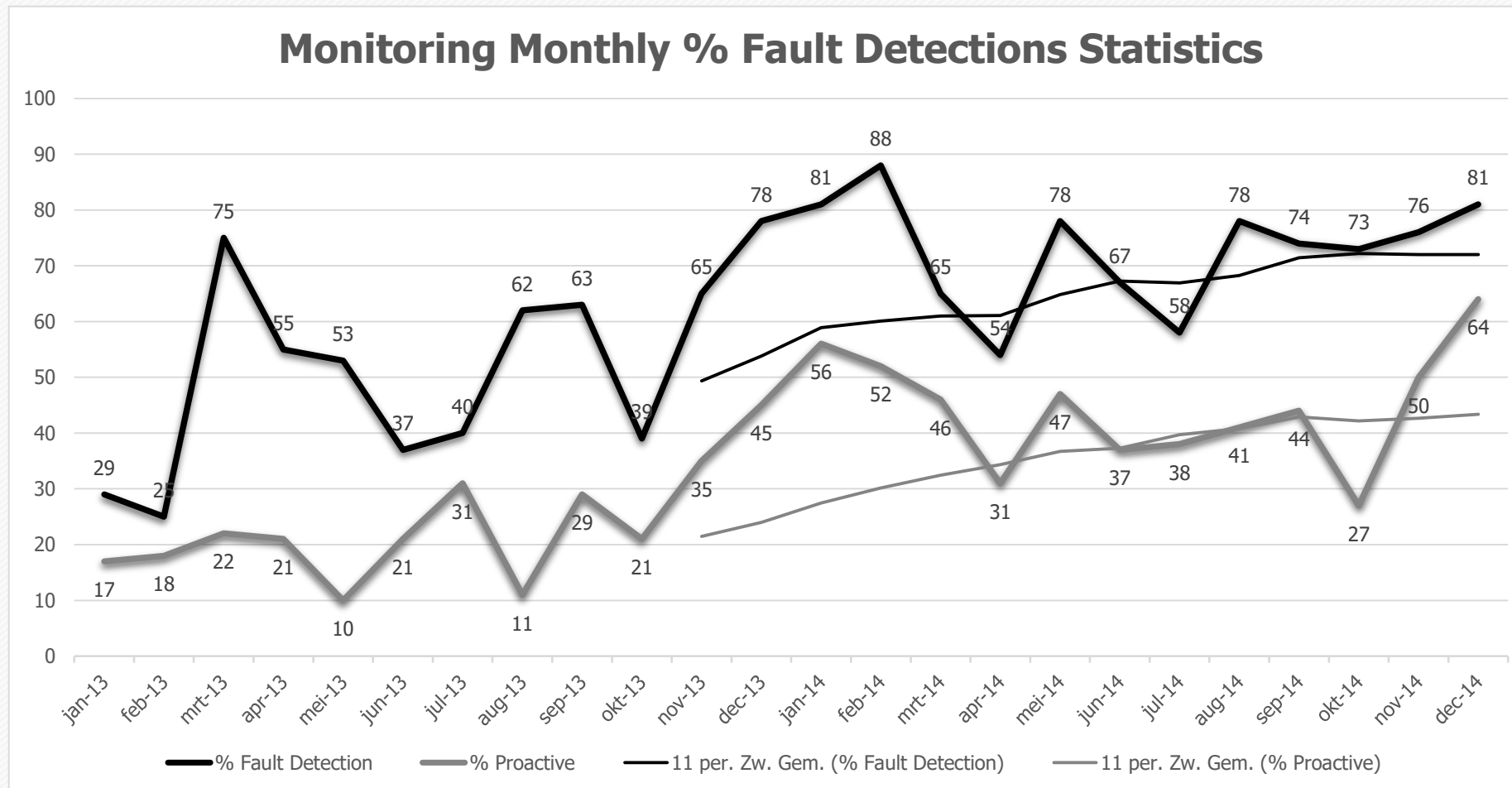
Monitor where you can't

- Monitor your business activity
 - ◆ Business activity has a certain behavior – seasonality
 - Different business metrics – different behavior
 - ◆ Create baseline on the seasonality
 - Look for anomalies
 - ◆ Thresholds are based on the activity
 - No need to setup any hard thresholds

Business monitoring – A solution

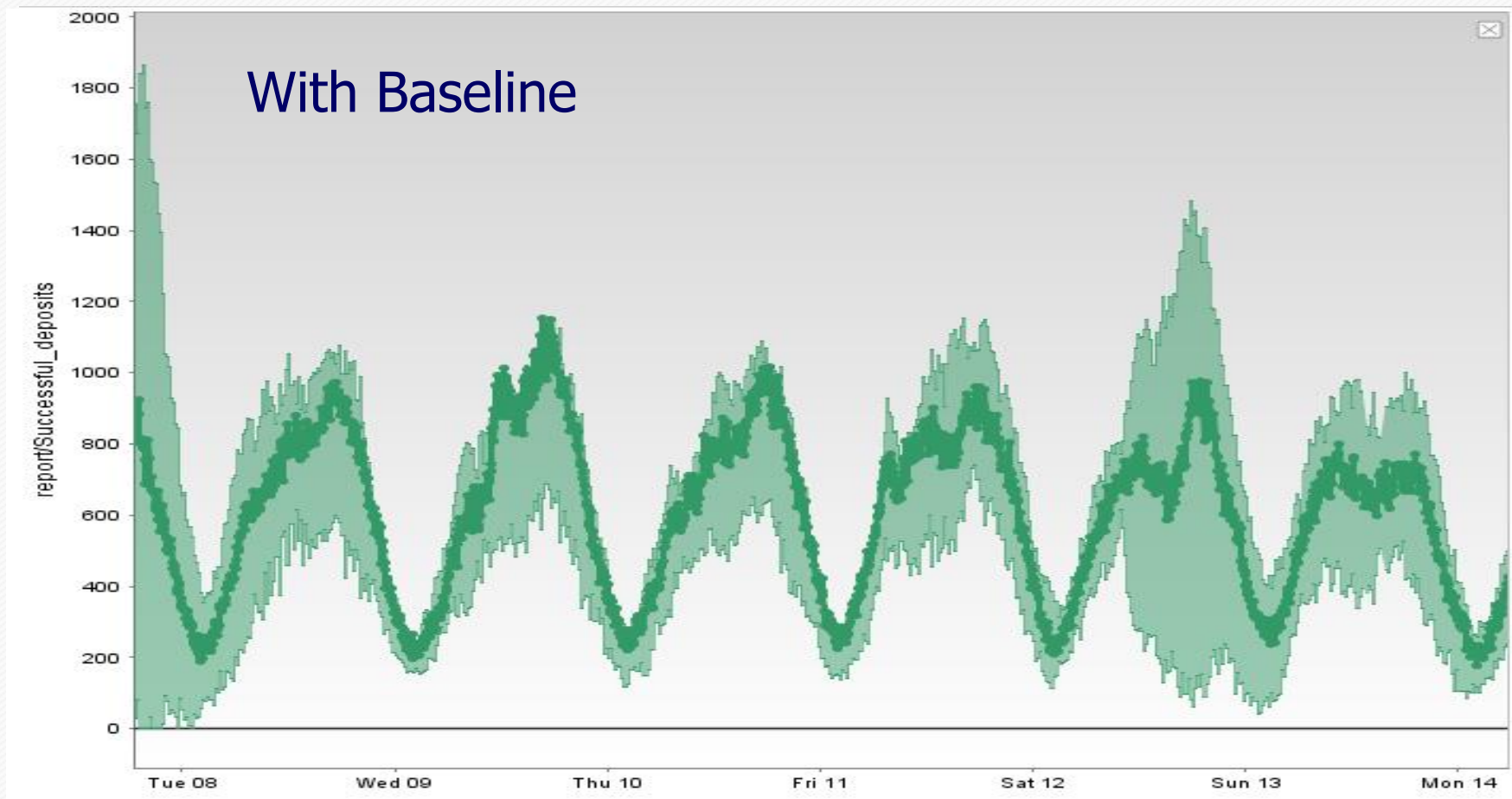
- Monitor products that are not “monitor ready” or a black box
- Knowing when there is an external network problem
 - ◆ ISP
 - ◆ DDOS
- Knowing when there is an integrating problem
 - ◆ Knowing also where it is
- Knowing about a problem before it will be a big problem
- Knowing when you have a critical business impact

How Predictive analytics made the difference



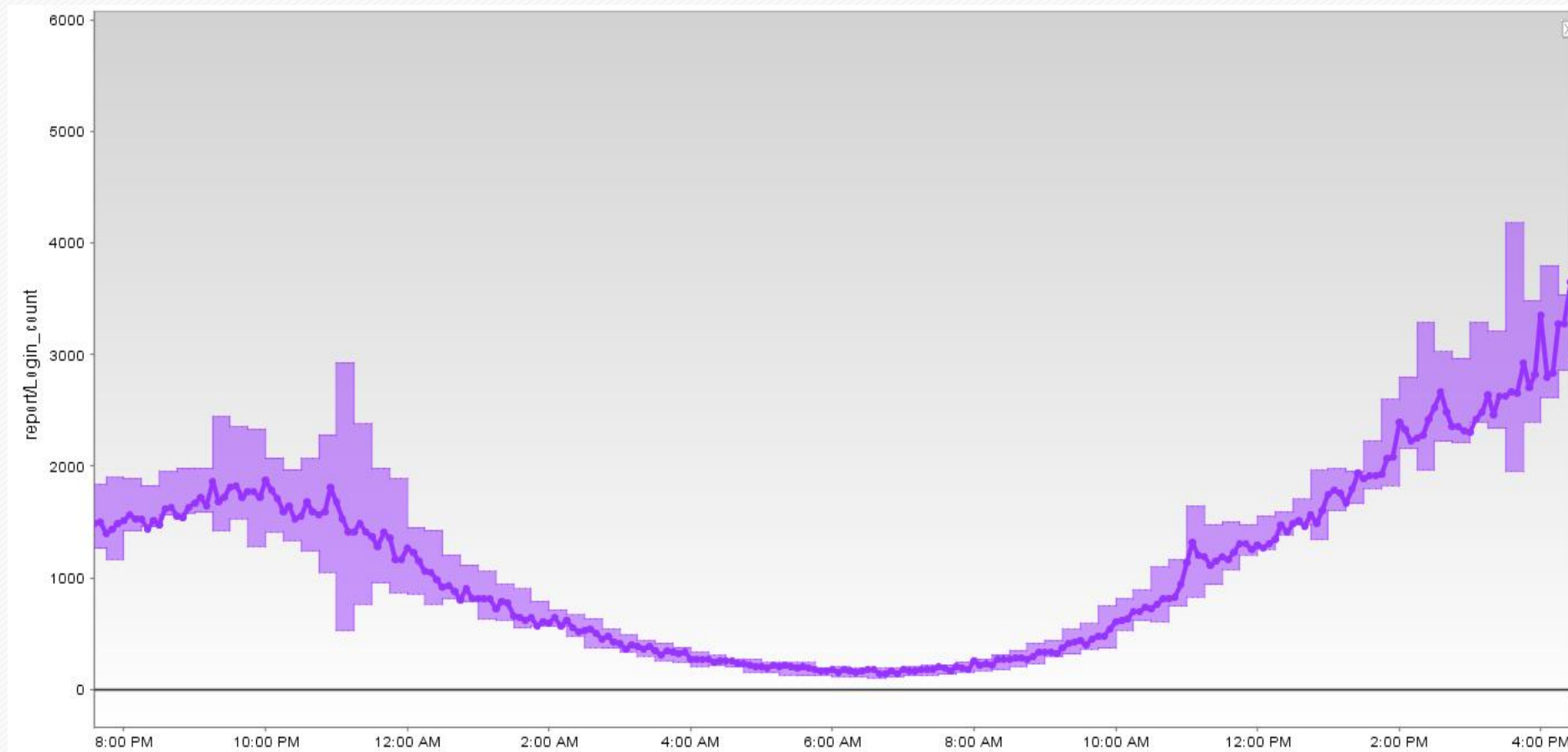
Some examples

Successful Deposit metric of one of our customer's brands



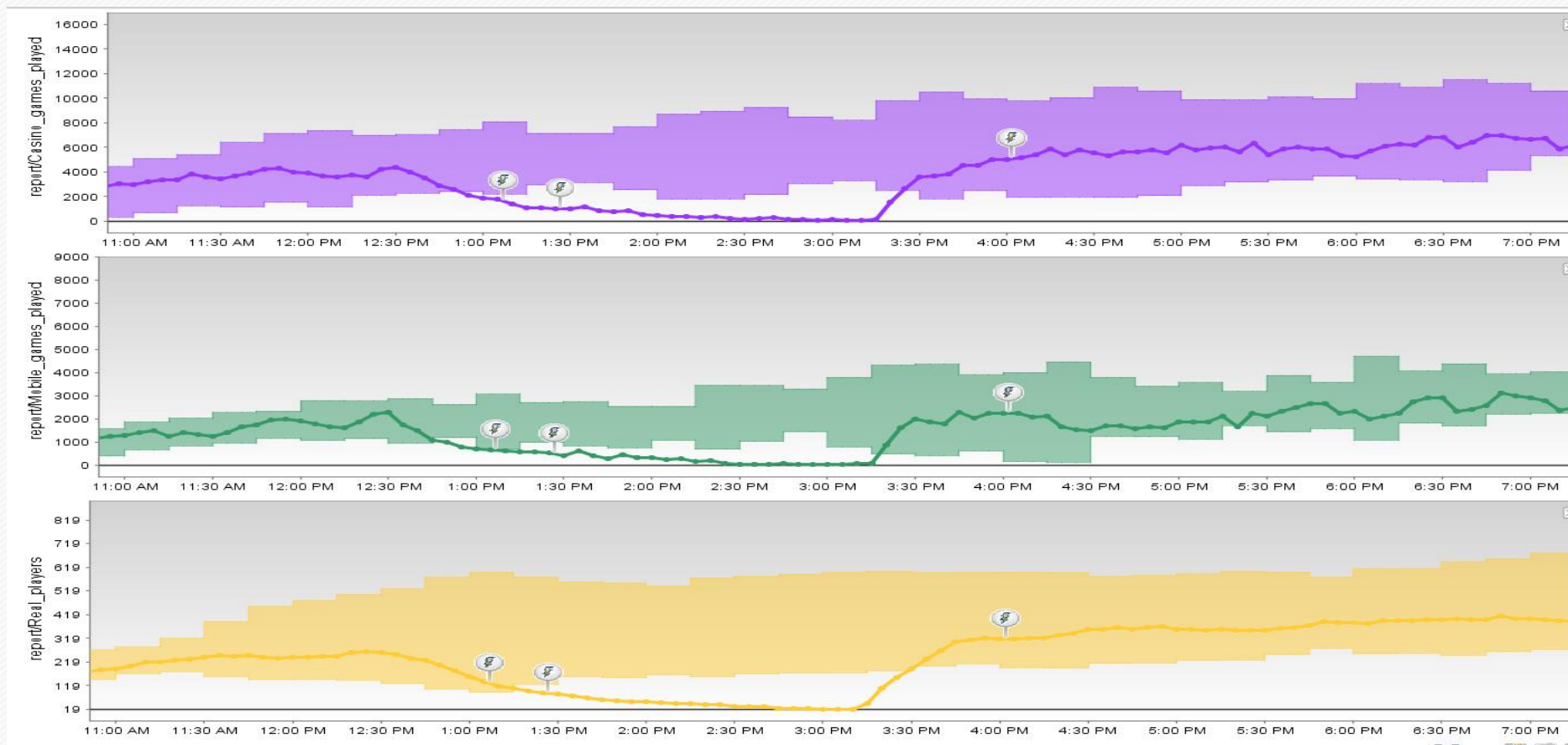
Some examples

Number of Logins



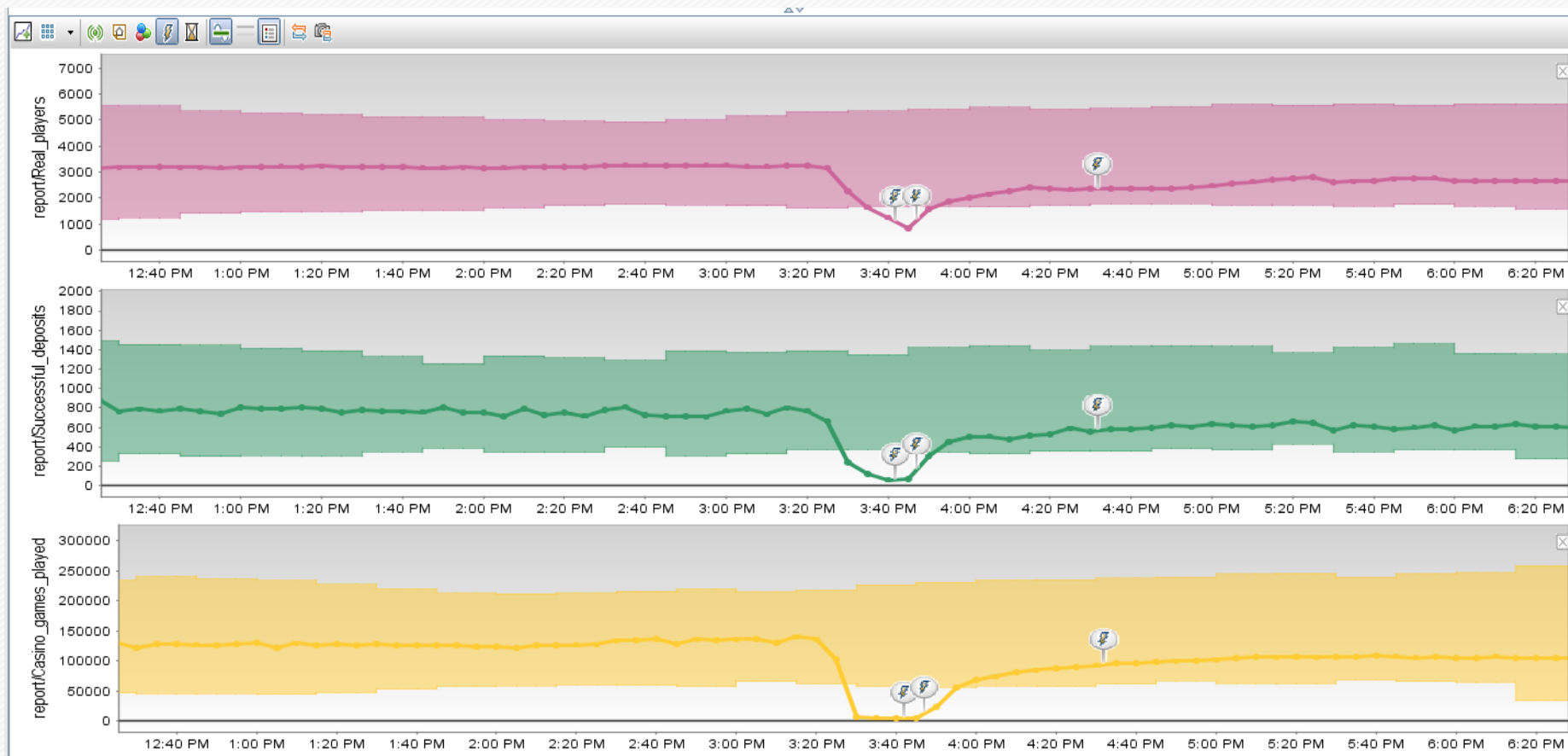
Incident example

- Incident caused by a SSL Certificate change on customer side.



Incident example

- This incident took 12 minutes to detect and another 5 minutes to resolve



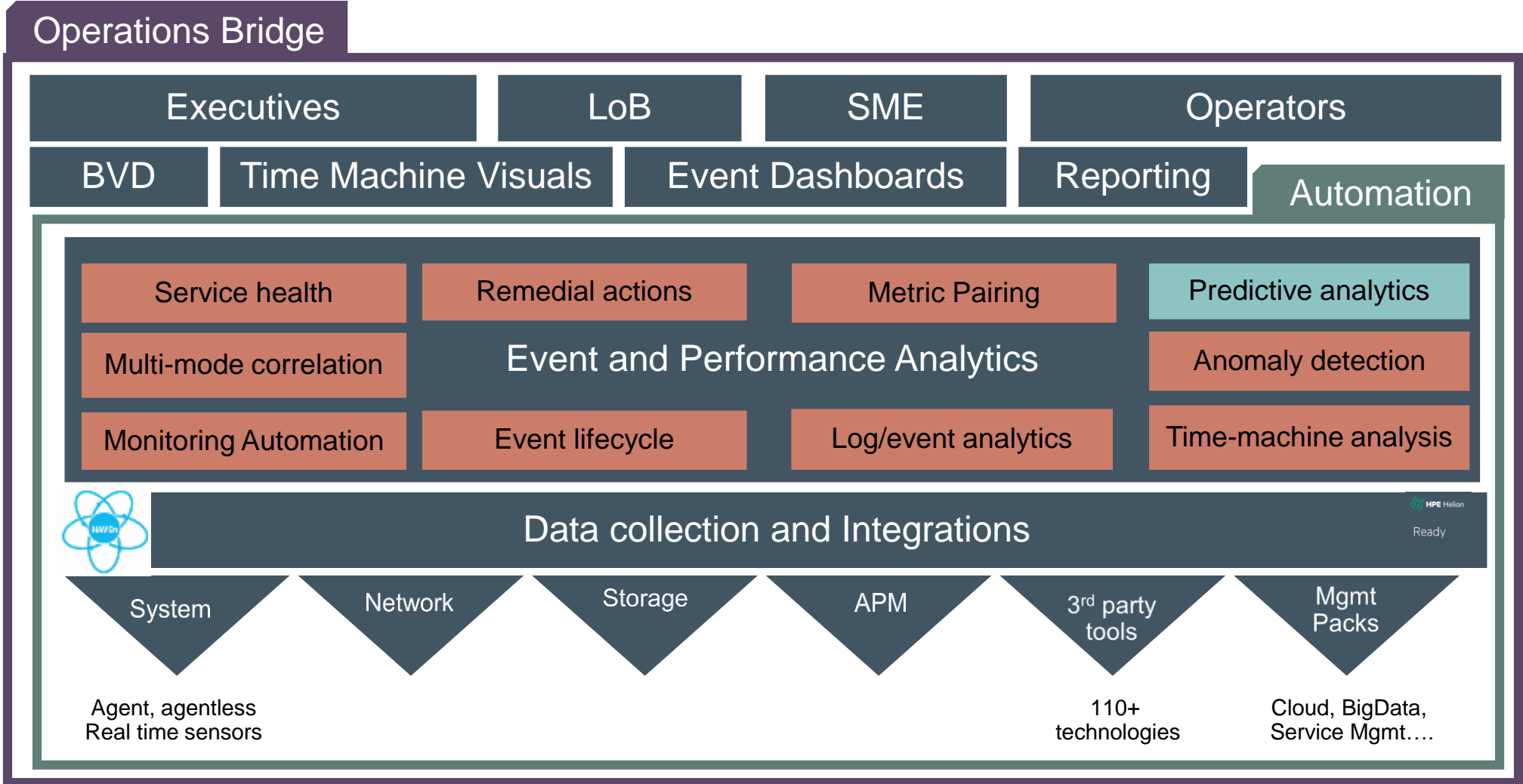
Conclusions

- A statistical monitoring system provide several benefits
 - ◆ Monitor any type of metric that has seasonality
 - ◆ Low maintenance system – no need to adjust thresholds
 - ◆ Dynamic thresholds for same metrics but different environments
 - ◆ Detection of issues where standard monitoring can't.
 - ◆ Faster detection of unknown problems
 - ◆ Business impact priority fault detection

Conclusions

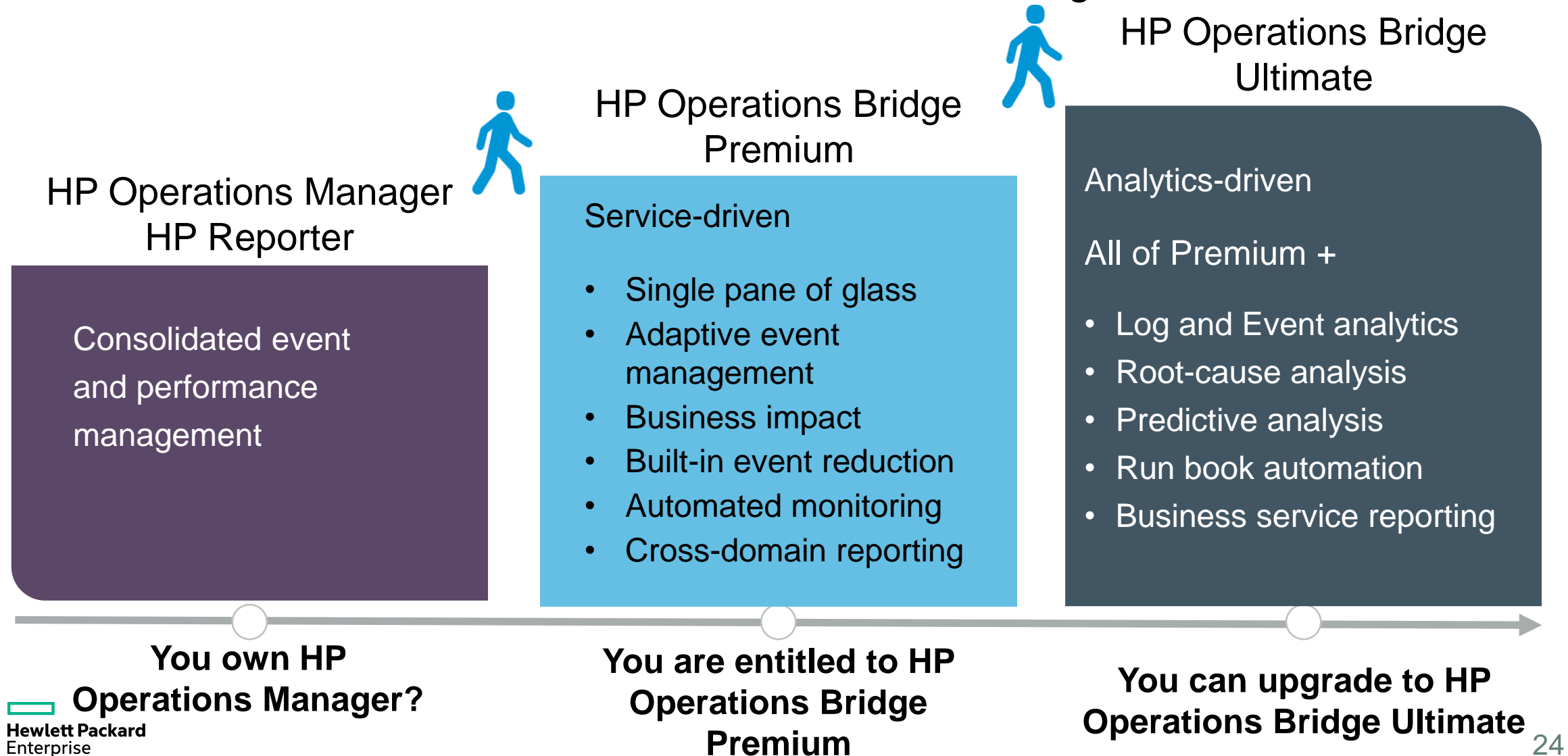
- How does this help us?
 - ◆ Increase fault detection
 - ◆ Reduce the detection time
 - Reduces the MTTR dramatically
 - ◆ Knowing there is a problem even if it's not our responsibility
 - We notify our customer on issues on his side
 - ◆ Provide additional information on our business activity

HPE Operations Bridge Solution



OM to Operations bridge evolution—the journey

Transform IT to from domain to business focused management



OM to operations bridge evolution: quick time to value

Transform IT to from domain to business focused management

Investment protection

Simple evolution

Increased value



Same proven processes

License entitlement

Same collectors

Step-by-step guides

Evolution tools

At your pace

New innovative capabilities

70% MTTR improvement

100% automated



"M.A. will allow us to significantly reduce the TCO."


Hewlett Packard
Enterprise



"MyBSM very flexible... a pleasure to work with it."



"Existing features are very good."



GE Money
ČESKÁ REPUBLIKA

"We've switched off OMW. OMi is great."

Customer references



GE Money
ČESKÁ REPUBLIKA

OM-to-OpsBridge



T Systems



Competitive Wins



Operations Bridge 10



Business Value Dashboard



Agent

Hewlett Packard
Enterprise

Customer value received

30% fewer tickets

- Preempt service desk incidents
- Avoid unnecessary human labor costs
- Keep users happy

60% less downtime

- Avoid outages and war rooms
- Proactive vs. reactive
- 100% confidence in issue identification

90% faster MTTR

- Single pane of glass
- Connect islands of data
- Faster identification of issues

Call to action

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- Free downloadable software
 - White papers
 - Customer Videos
 - Recorded webinars
 - Customer use cases
 - Industry experts' opinions
 - Demos
 - Blogs
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www.hpe.com/software/opsbridge

HP Operations Bridge provides the ability to sense, analyze and adapt to manage IT services that support digital business. With advanced event correlation, log intelligence, predictive analytics and automation you can remediate issues across all your technologies to prioritize business targets.

Easily Integrate IT Metrics and Business Value
Change the perception of IT from just an operational contributor to a critical strategic partner. Leverage a unique business value dashboard to integrate IT and business value to help you align IT with business, aid decision-making and improve outcomes.

New management pack and BSM connectors tab

Operations Bridge - A Single Pane of Glass for IT Event Correlation and Management
HP Operations Bridge consolidates events, metrics, and topology from HP and 3rd party data collectors, applies correlation across all data, and provides root cause determination and will trigger automatic remediation.

Learn why log search isn't enough



Old Fashion Log Search is Simply Not Enough
IT operations have become extremely complex and finding causes of problems is extremely difficult. Traditional log search tools allow you to search through your logs, but you still need to know what you're searching for. Operations Analytics uses patented technology from HP Labs to apply intelligent analytics to determine the relevance of logs to help you find the root cause in minutes instead of hours or days! No queries required!
(Video 3:37 minutes)

www.hpe.com/software/opsanalytics

OPERATIONS ANALYTICS
A Big Data analytics solution that helps IT use all the insights hidden in system silos to resolve root cause of failures faster and improve future operational performance.

Key Features

- Comprehensive Data Collection
- Search and Index
- Visual Analytics
- Log Analytics
- Predictive Analytics
- Anomaly Alerting

Leverage all your data for a comprehensive view of your IT operations. Data collection gathers metrics, events, topology, and log file data whether in a structured or unstructured format.

Operations Analytics Screenshots

Comprehensive Visual Analytics
Enable comprehensive and effective management by using one centralized location for data from HP and non-HP sources.

bvd-omw training

Polling Question #3

Q: How many tools do you use today to keep IT ops performing?



Polling Question #4

Q: Would you like to see how an analytics driven automated IT operations management actually solves issues 72x faster than was ever before feasible?



Questions

- Complete the short survey and opt-in for more information from Hewlett Packard Enterprise.

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www.hpe.com

www.vivit-worldwide.org



Thank you

- Complete the short survey and opt-in for more information from Hewlett Packard Enterprise.

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