



Case Study  
Gamesys



Business and Technology  
Working as One

# Gamesys: Top players in IBM Cognos BI value integration

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## Overview

### Challenge

To consistently achieve technological advancements, maintaining a presence at the forefront of technology with the ultimate aim of growing their business.

### Why Inca?

Gamesys appreciate the benefit of having their Technical Account Manager; even as a very self sufficient IBM Cognos user they see the value of having an advisor to consult.

### Solution

Gamesys utilise nearly all of the IBM Cognos BI studios. They recognise the value of a business intelligence solution that continuously develops and offers technological advancement to growing businesses like theirs.

### Key Benefits

Many different departments have access to a wealth of reports that they can control themselves. Gamesys are consistently able to find ways to add value to their business with IBM Cognos BI.

## Gamesys don't play games with technology

The Gamesys Group was founded in 2001. Five years later, in 2006, they fought off intense competition to be named No.1 in the Sunday Times Tech Track 100 League Table, a list they've appeared on every year since. They have focused on developing best of breed online instant win, slots, bingo and casino games, and have created a great capacity for sustainable growth and resilience even during periods of financial instability. Gamesys are one of the UK's most dynamic online gaming businesses, and have continually used an innovative approach in their adoption of IBM Cognos Business Intelligence.

The business has consistently utilised the capabilities and functionality of the IBM Cognos Business Intelligence applications in every conceivable way, recognising its flexibility and potential to be tapped into to further their business. Nick Hughes, BI Manager at Gamesys, has worked with the IBM Cognos products for many years. With an IBM Cognos project already underway at Gamesys when he joined in 2008, Nick quickly became involved in the intricacies of the implementation, looking after framework development and becoming the main BI product decision maker at the company. Inca Software, a Logicalis Company, started supporting Gamesys later that year.

## BI applications to meet every business requirement

“IBM Cognos BI is an integral part of our business,” states Nick, “with so many departments finding ways to add value in their efforts through use of the various Studios it would be inconceivable for us to work without it.” In the years before IBM Cognos BI, departments at Gamesys had had to rely on late afternoon daily reports to make business decisions. “They needed more control, and the ability to choose when to run reports, which they now have, and it has really made a difference to the way they work,” comments Nick. He continues, “Also, in accordance to gambling regulations we can utilise IBM Cognos BI to create and maintain transparent processes.”

“IBM Cognos BI allows us flexibility; a member of the Customer Services department wanted some alternative

*“It is really fantastic to have access to a Technical Account Manager, to have someone to exchange ideas with and provide extra consultancy advice and guidance when and if we need it. We’re also really pleased with the Inca Helpdesk self-service portal, SupportWorks; this has really led to a transparent process of calls being opened and documenting progress that is refreshing to see.”*

ways to run reports on customer correspondence, having previously worked for a major bank where an expensive reporting solution was implemented and held up as a gold standard to aim towards”. Nick ran the project, pulling information from many different data sources into one report in a standard format utilising IBM Cognos Framework Manager Report studio; “The bank in question spent 6 figure sums on purchasing a reporting solution to deliver this. The only extra expense we had was purchasing the relevant ODBC connectors to “talk” to the member contact systems from our DW”. A complex report, it is still being utilised over a year later.

Until recently tracking the budgets at Gamesys was Excel driven but now, Nick comments, “Metrics is potentially going to change the way we do business”. He explains, “Metrics were run each month but are now run daily, which provides a more accurate representation. A lot of traditional Excel users in the business can, because of this now see the benefits of showing things more graphically; beyond spreadsheets and hard numbers. Ultimately it’s a much more interactive experience”. Gamesys also utilise IBM Cognos BI Events Studio for tracking purposes, used by several departments.

## Value Integrators

Gamesys are very much a business keen to stay at the cutting edge of technology, and see it as a core component of growing their business. Nick explains, “We are greedy for knowledge and technology, we need to be at the forefront and if anything is out there that will help us grow our business we will make sure we have access to it. Migrating to IBM Cognos BI 10.1 was part of this approach and we are now trialing real time monitoring”. He continues, “Other companies without data warehouses might have to wait up to 12 or even 24 hours for meaningful information while we are looking on a second by second basis”.

Various departments at many different levels of the business use IBM Cognos BI, including offices in Malta and Gibraltar. “People really appreciate the benefits of using IBM Cognos... especially when they remember the pain of using spreadsheets!” Nick says. “With regards to Inca, it is really fantastic to have access to a Technical Account Manager, to have someone to exchange ideas with and provide extra consultancy advice and guidance when and if we need it. We’re also really pleased with the Inca Helpdesk self-service portal, SupportWorks; this has really led to a transparent process of calls being opened and documenting progress that is refreshing to see.”

## About Gamesys

Gamesys was founded in 2001. They have focused on developing best of breed online instant win, slots, bingo and casino games, and have created a great capacity for sustainable growth and resilience even during periods of financial instability. Gamesys are one of the UK’s most dynamic online gaming businesses, and have continually used an innovative approach in their adaption of IBM Cognos Business Intelligence. For information about working at Gamesys email [hr@gamesys.co.uk](mailto:hr@gamesys.co.uk)



## About Inca Software

Inca Software, a Logicalis Company, specialises in IBM Business Analytics application solutions, and currently provides services and support to over 400 organisations, across all verticals in the UK. In October 2011 Inca won the prestigious IBM EMEA Business Partner Excellence Award for the second consecutive year, in recognition of its sustained success in the market. Founded in 2002 and acquired by Logicalis UK in 2011, Inca's core business proposition as an IBM Premier Business Partner has remained the same: to maintain and grow its position as the partner of choice for organisations who want to gain clear business insight and drive improved performance through business analytics.

For more information visit [www.incasoftware.co.uk](http://www.incasoftware.co.uk)

## About Logicalis

Logicalis is an international provider of integrated information and communications technology (ICT) solutions and services founded on a superior breadth of knowledge and expertise in communications and collaboration; data centre; business analytics; video; professional and managed services, hosting and cloud services.

Logicalis Group employs nearly 2,500 people worldwide, including highly trained service specialists who design, specify, deploy and manage complex ICT infrastructures to meet the needs of over 6,000 corporate and public sector customers. To achieve this, Logicalis maintains strong partnerships with technology leaders such as Cisco, HP, IBM, Microsoft and NetApp.

The Logicalis Group has annualised revenues of over \$1 billion, from operations in the UK, US, Germany, South America and Asia Pacific, and is fast establishing itself as one of the leading IT and Communications solution integrators, specialising in the areas of advanced technologies and services.

The Logicalis Group is a division of Datatec Limited, listed on the Johannesburg and London AIM Stock Exchanges, with revenues of approximately \$5 billion.

For more information visit [www.uk.logicalis.com](http://www.uk.logicalis.com)

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