

Fortuna Entertainment Group bets on Red Hat OpenShift to launch services faster



The Fortuna Entertainment Group is one of the biggest players in Europe's betting and online gambling markets. To speed time to market and improve consistency across its international operations, Fortuna adopted Red Hat OpenShift Container Platform as the foundation of its service environment. With help from ELOS Technologies, a local Red Hat partner, and Red Hat Consulting, Fortuna has created more dynamic, relevant services in a highly competitive market. Additionally, adopting enterprise open source technology helps keep its developers engaged throughout the application life cycle.

Software and Services

Red Hat® OpenShift®
Container Platform

Red Hat Enterprise Linux®

Red Hat Consulting

Partner

ELOS Technologies



Entertainment

6,000 employees

Benefits

- Reduced delivery time, saving hundreds of staff hours
- Improved developer engagement with life-cycle involvement
- Gained access to expert technology guidance to support continued growth

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David Peknic
R&D Director,
Fortuna Entertainment Group



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Competing in a high-stakes, fast-paced industry

The Fortuna Entertainment Group is Central Europe’s largest betting organization, with operations in the Czech Republic, the Slovak Republic, Poland, Romania, and Croatia. It has ambitions to be Europe’s largest gaming business.

The company experienced 95% revenue growth to more than €2 billion through 2017, but online gambling customers have little loyalty to specific vendors. To expand its organic customer acquisition, Fortuna sought to launch new services faster and more consistently across its markets.

However, bottlenecks in IT infrastructure management caused delays. “In the betting and gaming industry, time to market is everything,” said David Peknic, R&D Director at Fortuna Entertainment Group. “Our future needed to be faster and more automated.”

Additionally, the company sought to improve consistency with a common service platform across its international operations. This platform would need to scale on demand, as sports betting traffic can spike dramatically during weekend events.

“We needed a common platform operating with a single code language – one that can be deployed anytime, anywhere,” said Peknic. “Our business is growing 20% year over year. We expect to continue to make more acquisitions, and we want to onboard them quickly. This platform will help us do so and build a competitive advantage.”

Speeding delivery with an enterprise open source container platform

Fortuna’s IT teams decided to seek an enterprise open source solution to create a platform for building, deploying, and managing services. “Developing on non-open source technology was never fast. Open source won that battle, and it’s now the standard in the enterprise world. No licensed software can beat the power of open source,” said Peknic.

Already standardized on Red Hat Enterprise Linux as its operating system, the company decided to work with ELOS Technologies, its long-time IT supplier and also a Red Hat partner, as well as Red Hat Consulting, to adopt Red Hat OpenShift Container Platform. Based on Kubernetes, OpenShift Container Platform lets Fortuna’s developers create and move production-quality code in any environment, whether on-premise or in the cloud.

After a quickly successful pilot to test environment provisioning speed, Fortuna migrated all of its operations in Romania to OpenShift Container Platform and is now migrating its remaining operations to OpenShift.

Creating consistency across international business operations

Improved agility to deliver changes faster and save staff hours

With its OpenShift-based platform, Fortuna can now make changes to production code in hours, instead of weeks or days. With more responsive, dynamic development, the company can improve its customer experience and offer services that better reflect demand.

For example, when a small issue with local language symbols in the chat feature on one of its online gaming sites caused user complaints, Fortuna was able to fix, test, and launch a solution to production within two hours, with a click-to-deploy solution shared to all chat feature infrastructure.

“We calculated that changes that would have taken hundreds of staff hours under our previous system now only take a few dozen hours with OpenShift,” said Peknic.

Increased developer engagement

A less apparent but significant change has occurred in Fortuna’s IT culture. By adopting an open source, container-based platform, the company’s developers have more involvement in the ongoing success of the applications they build.

“Our developers no longer hand over an application to another department and never see it again. Now, if you build it, you run it,” said Peknic. “This approach means developers are continually linked to their applications and to the success of the business.”

This shift to a more collaborative, engaged culture also helps Fortuna attract skilled developers looking for freedom to innovate. “We’re in a competitive market for jobs. We’re creating a great place for developers to do rewarding work,” said Peknic.

Gained expert support for continued growth

While Fortuna wanted its developers to gain hands-on experience, it sought expert support from ELOS Technologies and Red Hat Consulting to minimize risk as it migrated all of its operations to OpenShift Container Platform.

“We knew that we had to be bold and adopt OpenShift across our entire architecture, otherwise it would take years and the competitive value would be diminished. Maybe we’d never have gone beyond the pilot,” said Peknic. “Instead, we built a project team with Red Hat and ELOS. This project was as much about changing our internal organization and processes as it was technology, and Red Hat had expertise to help us with both.”

Evolving to continuous integration and delivery

After streamlining and speeding its infrastructure environment provisioning, Fortuna is now focusing on increasing automation and extending OpenShift to create a true continuous integration and delivery (CI/CD) service pipeline.

“There are several manual, repetitive processes we’d like to automate. It’s a big task, but we believe we’ll succeed because of the confidence our teams have already built with OpenShift,” said Peknic. “Because most betting and gaming customers have accounts with multiple providers and will be happy to switch if there is any downtime, loyalty is volatile. That volatility makes our service needs unique, and that’s where our focus must be.”

About Fortuna Entertainment Group

The Fortuna Entertainment Group was established in 2009 and is the largest Central European betting operator. Originally a Czech firm, it has grown into a holding company over time, and it now also operates in the Slovak Republic, Polish, Romanian, and Croatian markets. The group is constantly investing in new products and expanding its existing network of branches and services.

www.fortunagroup.eu

About Red Hat



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