

William Hill



About William Hill

William Hill is the UK's leading bookmaker and one of the most recognised and trusted brands in the gambling industry, providing gaming and betting services across multiple channels: online, on the high street, on the phone and on the move. They have been listed on the London Stock Exchange since 2002 and employ over 15,000 people in the UK, Ireland, Israel and Bulgaria.

Their aim is to give their customers what they want, when they want it, where they want it. Well-known for their 75-year sports-betting heritage, they also offer a full range of online and telephone gaming products. In order to meet the changing demands of their diverse customer base they are continuously evolving their product range to create an exciting and entertaining gambling experience.

IT Infrastructure

As the business has diversified from its betting roots it has become increasingly reliant on a complex set of integrated applications and IT infrastructure. An IT team of over 200 provides support and on-going application development for online gaming and betting, 2000 retail outlets, as well as internal systems.

This complex infrastructure was supported by a service management system called Heat. However William Hill had outgrown its capability, particularly in its ability to integrate with other systems, its response times and incident and problem management reporting. In addition there was no workflow to support the systems management processes or any online self-service capability.

In Brief

Industry

- Gambling

Challenge

- Outgrown current system
- Poor system integration
- No workflow support

Solution

- ServiceNow Service Desk
- Innovise Service and Support

Implementation

- 7 weeks for phase 1
- Live to 100 users

Benefits

- People resource reduced by 30%
- Greater visibility of IT workload

"This has been the fastest implementation of any system I've ever seen, but when you consider the complexity involved this timescale was quite extraordinary."

*Rob Gwatkin
Services Manager*

Selecting The Right Solution

William Hill engaged with a number of potential providers. A scoring matrix was used to help determine the most appropriate solution given the various criteria. The key criteria were for flexibility and scalability as well as an easy upgrade path, simple and intuitive to use and could meet the tight implementation timescales.

Given all the criteria, particularly the need for a rapid implementation, William Hill opted for the ServiceNow solution from Innovise ESM. One key question was over security and could ServiceNow meet the stringent security requirements for William Hill.

Rob Gwatkin, Services Manager commented "Using a cloud based application for Service Management was a new concept for us to come to terms with. However the team from Innovise did a great job in helping us access the right people in ServiceNow and assured us of the belt and braces approach to security that is adopted."

Rapid Implementation starts

The implementation started in May 2011 with a 7 week deadline for phase one. Innovise provided the initial consultancy to ensure best practice, followed by technical implementation assistance, support and training. This was to deliver a core replacement Service Desk together with a number of interfaces with MS Exchange and IT directory services.

Within 5 weeks problem management was completed with Service Desk and Incident Management following close behind. So that after just 7 weeks ServiceNow went live to 100 users.

"This has been the fastest implementation of any system I've ever seen, but when you consider the complexity involved this timescale was quite extraordinary" stated Rob Gwatkin.

The system went live over a weekend and within weeks the ServiceNow system had reduced the people resource required by around 30%.

Innovise ESM

Innovise ESM works with IT organisations to improve their ability to innovate and respond to the changing needs of the business. Whether the challenge is reducing costs, corporate governance, taking on new services or consolidating infrastructures, Innovise ESM provides the impartial advice, expert skills and the service management technology to enable IT organisations to manage continuous change.

Innovise ESM offerings include:

- ITIL Service Management Consulting
- Enterprise IT Management Solutions
- Network Management Solutions
- Process Orchestration
- Training Solutions
- Technical Support Services



2nd Phase - Self Service

The second phase was to enhance the service offered to the rest of the business by enabling users to log incidents as well order services online through a self-service portal. In addition to being able to log incidents, users were also able to view the status of their logs through the portal.

Rob Gwatkin commented "Giving users the ability to see the status of their issues can be seen as a double-edged sword. It opens up the IT service and makes it more visible where perhaps in the past much of the work was hidden. However it also enables the rest of the business to see the scale of the workload that it undertaken by the service. Ultimately greater visibility is good for all, and users certainly appreciate the ability to be able to order service online and track progress."

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