

William Hill streamlines operations and reduces costs using VMware Cloud™ on AWS



The challenge

Having initially developed and released their online products and services in their four on-premises data centers around the world, William Hill realized their traditional infrastructure—which had grown to include over 12,000 VMs—was limiting their flexibility and efficiency. To meet the needs of rapidly increasing customer demand, they were continuously spending to add more capacity. Yet these repeated investments in technology, environments, and applications were hampering their ability to personalize and optimize customer experiences.

In short, William Hill needs to find new ways to accelerate innovation, boost agility, and reduce cost to stay ahead of their competition in a highly competitive industry.

As a result, they began planning a cloud migration effort to Amazon Web Services (AWS). Yet as they did their research the William Hill team realized they did not have the existing skill sets to execute cloud adoption quickly and efficiently. In addition, there was also concern about what approach they would take to more rapidly address these challenges, and enable more rapid innovation once on the cloud.



The solution

During the cloud migration planning period, members of the William Hill team attended the VMworld 2019 conference in Barcelona, Spain. While there, they met with the VMware on AWS team and began to learn about the benefits the versatile hybrid solution, VMware Cloud on AWS, could offer. Conversations on how this could help William Hill accelerate modernization continued at re:Invent, when their Director of IT Operations, Alan Alderson, became convinced that VMware Cloud on AWS was the right choice for their next step toward digital transformation.



About William Hill

Founded in 1934, William Hill is one of the largest gaming and sports-betting companies in the world. As their business has changed and grown over the years, they have evolved to keep pace by designing and developing a robust online presence that enables customers to place bets and gamble in new and innovative ways.

Customer: William Hill

Size: 12,000+ Employees

Industry: Gaming

Locations: 10 Countries

Interested in learning more about VMware Cloud on AWS?

[Learn more at VMware Cloud on AWS](#)

[Contact us to get started](#)

The benefits

William Hill's business is operated in three divisions:

- UK – sports, gaming, retail channels
- International – Sports and gaming channels
- US – now live in 12 states

Over 30% of the infrastructure is now on VMware Cloud on AWS, with plans to move more across in the coming months.

"We have already begun to realize our goal of increased flexibility, which can be seen in our retail channel," Alderson informed. "That channel is less dynamic from a change perspective than other parts of our environment allowing us to be very close to moving our production environment into VMware Cloud on AWS. This not only gives us even greater levels of availability but also an on-demand DR environment by replication to another AWS region."

This will result in consistently higher levels of availability for this channel.

"VMware Cloud on AWS emerged as the best option for us to migrate to the cloud, while continuing to leverage our existing VMware investments," Alderson said. "It would also help us more rapidly achieve our goals of increased agility and reduced costs."

More importantly, working with the AWS and VMware technical experts has enabled Alderson's team members to capitalize on their vast knowledge of VMware products and services, while giving them the requisite to familiarize themselves on best practices for operating their VMs on AWS.

"VMware Cloud on AWS provided us a more direct route to cloud migration," Alderson said. "This would enable us to more quickly identify which portions of our data centers we could exit and transition to the cloud, by extending our data centers and VMware investments and continuing to use our proven tools, skills, and processes."

The AWS and VMware teams also simplified and accelerated the process of determining which migration strategy should be used for specific applications. Some could be moved to the cloud using the rehost ("lift-and-shift") migration strategy, while others would need the more time-consuming and costly re-factoring approach, which requires having to rebuild the applications on the cloud.

"During our migration, when challenges have emerged the VMware Product team has been very helpful in and provided guidance to overcome them," Alderson said. During our planning and migrations, when challenges have emerged the VMware Product team has worked closely with our engineers and were very helpful in and provided guidance to overcome them,"



A small price for digital transformation

"We have migrated more than 30% of our on-premises environment to VMware Cloud on AWS, and already have seen increased cost effectiveness and agility." Alderson said.

Based on the increased agility and efficiency that William Hill has already achieved thus far using VMware Cloud on AWS, they envision being able to quickly adapt by instantly scaling up or down to meet changing customer needs. William Hill is exploring additional AWS services to further drive this digital transformation, ultimately leading to more personalized, optimal experiences and strengthened customer relationships, helping to sustain future business growth.