



Bring iGaming to new Markets With AWS

AWS Outposts enables iGaming businesses to enter new markets faster – supported by fully managed on-premises infrastructure with the same tools, APIs, and services as in the cloud. That means less time managing IT and re-architecting apps, and more time seizing opportunities.

iGaming, an umbrella term for all forms of real money gaming including gambling and sports betting, is growing at a rapid pace. Global revenue was \$53.7 billion in 2019, and with an estimated CAGR of 11.5% from 2020 to 2027, the sector could reach \$127.3 billion by 2027¹. As of 2019, Europe accounts for 41% of the iGaming market, with the US and Asia-Pacific close behind. The US market is projected to register a CAGR of 15.41% during 2020–2025². With the industry in the ascendency, iGaming is developing increasingly sophisticated and varied games that leverage widespread smartphone adoption and enhanced mobile connectivity. Many brick and mortar casinos have partnered with iGaming businesses or launched their own online offerings.

In this rapidly evolving and highly competitive industry, iGaming organizations must develop exciting new games and enticing promotions, with enhanced personalization, to attract and retain players. Customer acquisition is vital and they need to move

fast to take advantage of new markets as soon as they open, while delivering a seamless service. They can't risk being held back by lengthy infrastructure procurement, re-architecting apps, or failing to attain compliance with data residency regulations.

With AWS, you can rapidly expand into new countries and territories while effectively meeting data residency requirements with a consistent cloud experience. AWS Outposts is a fully managed service that offers the same AWS infrastructure, services, APIs, and security controls to run, manage, and secure applications on premises just as in the cloud.



Imagine the convenience of being able to launch anywhere in the world without procuring local IT resources or be in a local office; to be able to go to market quickly with all infrastructure and capacity needs already fully managed. In an ideal world, you would have a unified solution, seamlessly linking cloud services with rapidly deployed, fully managed

on-premises infrastructure. In other words: faster expansion, increased operational efficiency, and data residency – without the time, cost, and responsibility associated with managing on-premises infrastructure. AWS offers the services, tools, and APIs that can help to solve many challenges associated with moving iGaming workloads to the cloud.

AWS offers an end-to-end solution for iGaming

iGaming providers already use AWS to host their applications in the AWS Region. However, when they look to expand to new countries or regions they may face regulatory and compliance requirements which necessitate them to maintain customer data and run their applications on premises or within state or country borders. Outposts delivers AWS infrastructure to virtually any on-premises location. By removing the overhead of infrastructure procurement and management, iGaming businesses can enter new markets faster, boosting business agility. This level of agility is virtually unheard of in on-premises edge computing – and a real game-changer for iGaming organizations that want to move faster than the competition, and in a variety of locations. AWS manages, monitors, and updates Outposts infrastructure and AWS services, in the same way as in the cloud. Rather than having solutions scattered across multiple providers, AWS can help solve residency requirements while still providing innovative cloud services.

With AWS, you can experience the full capabilities of the hybrid cloud while still complying with complex iGaming industry regulations. With a growing team dedicated to understanding iGaming regulations, AWS can help you find the best fit for your organization.

AWS enables countless organizations to meet various data residency requirements around the world. Depending on what's available in Region, AWS has options that include both cloud and on-premises options. With infrastructure spanning 77 Availability Zones in 24 AWS Regions, including Local Zones for latency-sensitive applications and AWS Wavelength, an offering optimized for 5G mobile edge computing applications.

tipico

Tipico is one of the biggest sports betting and online casino platforms in the German-speaking market and in Europe.

“Running our complete workload in Europe on AWS since 2018, we expanded to the US market and opened our first hub in New Jersey in 2019. To comply with US regulations and as established by the New Jersey Division of Gaming Enforcement, we migrated our services to AWS Outposts. Outposts lets us ensure compliance with the residency standards, while leveraging the same expertise, common code, and APIs that we had created in the public AWS Cloud. This lets us accelerate introduction of new feature offerings, be more nimble, and adopt quickly to market changes.”

- Thorsten Hanf, Head of Enterprise Operations, Tipico

Solving iGaming challenges with AWS Outposts

AWS Regions already meet most of the iGaming industry's requirements. However, where Regions don't currently exist, AWS Outposts can be deployed as part of a fully managed hybrid solution. Here are some key ways Outposts can help you overcome cloud challenges and seize opportunities:



Faster Infrastructure Deployment

Speed-to-market is everything in the fast-moving iGaming industry. Thankfully, AWS enables rapid execution and seamless expansion.

AWS Outposts can be delivered in any supported country. Rather than waiting around to procure, configure and manage in-house infrastructure, AWS's fully managed solution is delivered to your location fully assembled. Crucially, you don't need to install, manage and maintain your infrastructure — AWS does it on your behalf.

Once the first AWS Outposts is deployed, you can have numerous Outposts deployed in as many locations as required, with no architectural change and almost zero application development.

Once your Outposts are installed, you can connect to the AWS Region allowing you to connect to the broader AWS services with the same management and control planes you're already used to. You can also migrate apps running in the AWS Region seamlessly to Outposts with no re-architecting. Using the same tools, APIs, deployment pipelines for applications improves developer productivity and time to market.



Reduce Time and Increase Operational Efficiency

AWS Outposts enables you to deploy cutting-edge infrastructure that delivers business-wide efficiencies – without the burden of managing everything in-house. All Outposts are delivered, installed, monitored, patched, and updated by AWS – just like in the cloud. This unified platform allows you to serve customers wherever they are, reducing the time, resources, operational risk, and maintenance required for managing IT infrastructure.

With AWS Outposts, you can get on-premises access to popular database services such as Amazon Relational Database Service (RDS) and Amazon S3 (for local object storage on an Outpost). Organizations can seamlessly extend Amazon Virtual Private Cloud on-premises, run a variety of AWS services locally on Outposts, and connect to a broad range of services available in the local AWS Region.



Achieve Data Residency and Security Compliance

Expanding into new iGaming markets and complying with ever-changing regulations often comes back to infrastructure. But how can you meet data residency and security compliance while accelerating deployments?

Imagine an iGaming business wants to take advantage of new opportunities in the US market, but they need on-premises infrastructure to comply with data residency regulations. AWS Outposts can be deployed in different geographical locations around the world — Atlantic City, New Jersey in the US, or Malta in Europe, for example and can still meet any local, governmental or contractual data residency requirements. And best of all, AWS can manage it on your behalf.

In territories not currently served by an AWS Region, Outposts gives you a place to securely store and process customer data that needs to remain on premises. Organizations can effectively meet data residency compliance in any market – wherever their business is based.

Outposts builds on AWS's Nitro system that ensures all data is encrypted at rest and always remains in your control. The Nitro system encryption key is wrapped to an external key stored in a removable device that continuously monitors, protects, and verifies each Outpost's instance hardware and firmware, further protecting your customer data so you can innovate and deploy applications faster.

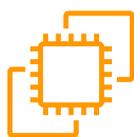
AWS has completely re-imagined virtualization infrastructure. Traditionally, hypervisors protect the physical hardware and bios, virtualize the CPU, storage, networking, and provide a rich set of management capabilities. The Nitro System however, provides the foundations that can be assembled in many different ways, giving you the flexibility to design and rapidly deliver EC2 instance types with an ever-broadening selection of compute, storage, memory, and networking options. Nitro Cards — a key feature of the Nitro system — allows you to offload and accelerate IO for functions, ultimately increasing overall system performance. Key cards include Nitro Card for VPC, Nitro Card for EBS, Nitro Card for Instance Storage, Nitro Card Controller, and Nitro Security Chip.

AWS Outposts offers a variety of services and infrastructure for iGaming organizations who want to accelerate deployment of applications while still meeting their data and security regulations.

Discover more about AWS Outposts features here. [➔](#)

AWS Outposts – giving iGaming businesses the power of AWS on premises

Bring cloud benefits anywhere you need them with the ability to run AWS compute and storage, as well as other AWS services on Outposts.



Amazon EC2 instances powered by Intel® Xeon® Scalable processors coupled with storage and container services can be used to build, manage and rapidly scale on-premises applications. Outposts infrastructure and AWS services are managed, monitored, and updated by AWS just as they are in the cloud, saving time and expense for iGaming organizations.

Amazon S3



An object storage service that offers industry-leading scalability, data availability, security, and performance. This means you can use it to store and protect any amount of data for a range of use cases, such as data lakes, websites, mobile applications, backup and restore, archive, enterprise applications, IoT devices, and big data analytics.

Elastic Block Storage (EBS)



An easy to use, high-performance, block-storage service designed for use with Amazon

Elastic Compute Cloud (EC2) for both throughput and transaction intensive workloads at any scale.

Relational Database Service (RDS)



Enables the set up, operation and scale up of relational databases in the cloud (ElastiCache is available in all regions).

Containers



Elastic Kubernetes Service (EKS) and Elastic Container Service (ECS) are both highly secure, reliable and scalable ways to run containers.

NEXT STEPS

Increasing demand, innovative technology, and legalization are driving impressive growth in the iGaming industry. From the cloud to on-premises infrastructure, AWS is helping online operators take advantage of this truly global opportunity. With AWS Outposts, you can move quickly to pursue growth and navigate the legal landscape while seamlessly managing operations.



1. Engage

Reach out to your account team or fill out our [contact form](#). Alternatively, go into the AWS Management Console.



2. Choose

Select your size and then order the Outpost rack configuration that best suits. Custom configuration is available.



3. Install and Launch

AWS will install and deliver your configuration. Use standard AWS APIs or Management Console to launch and run AWS resources locally.

Learn more at aws.amazon.com/outposts

1 <https://www.grandviewresearch.com/industry-analysis/online-gambling-market>

2 <https://www.researchandmarkets.com/reports/5119614>