

## Kambi

Leading sportsbook provider Kambi handles explosive growth with a flexible, reliable, high-performance data warehouse powered by Vertica.

### Who Is Kambi?

With offices in Malta, Australia, the Philippines, Romania, Sweden, the UK and the US, Kambi is the world's leading provider of sportsbook technology and services. The company offers compliance support, odds compiling, customer intelligence and risk management solutions to more than 30 partners across six continents.

### Managing millions of bets

Achieving an average of 530 million monthly transactions in 2020, Kambi was keen to continue expanding its business, and set out to prepare for potentially explosive growth.

To provide customers with a first-class sports betting experience, Kambi processes vast volumes of transactional data around-the-clock, handling it in accordance with regulatory requirements across multiple jurisdictions. Facing growing demand for its services, the company looked to strengthen its analytics

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Andrew Hedengren  
Data Platform Architect  
Kambi

capabilities and enhance the data warehouse at the heart of its operations.

"Data is at the core of everything we do here at Kambi," explains Andrew Hedengren, Data Platform Architect at Kambi. "We have a duty to the sports we support and our partners to make sure that we handle transactions rapidly, securely and in compliance with the strict governance frameworks guiding sports betting around the world. With our transaction volumes growing year-on-year, we decided it was time to further enhance the core systems powering our business. Specifically, we targeted a flexible and reliable data warehouse and analytics engine."

He continues: "Due to the nature of many of the sports we work with, demand on our sportsbook peaks both during games and at key points in the seasonal calendar. Because of this, having the ability to rapidly scale our systems up and down is an essential ingredient in ensuring the profitability of our business over the long term."

### Next-generation analytics

To step up its analytics capabilities, Kambi decided to establish a central, on-premises data warehouse for all its mission-critical information using the Vertica Analytics Platform from Micro Focus.

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### At a Glance

#### Industry

Entertainment

#### Location

Ta' Xbiex, Malta

#### Challenge

With the popularity of its world-leading sportsbook skyrocketing, how could Kambi quickly and cost-effectively scale its operations?

#### Products and Services

Vertica Analytics Platform

#### Success Highlights

- + Zero unplanned system downtime achieved over a one-year period
- + Self-service analytics for 375 daily users from nearly every business unit
- + 55 percent of user queries answered in under 10 seconds
- + Accelerates reporting, driving faster, smarter decision making

**“Our modular microservices architecture fits perfectly with the Vertica Advanced Analytics Platform, giving us the flexibility to design and develop key applications without having to redesign our entire IT infrastructure.”**

**ANDREW HEDENGREN**  
DATA PLATFORM ARCHITECT  
KAMBI

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Kambi set up Vertica as its core data warehouse, ingesting data from production databases and the company's data lake, as well as from third-party external data sources. In addition to housing vast amounts of insight-rich data, Vertica provides Kambi with the ability to create dedicated data marts and star schemas, while offering a wide selection of analytics and financial reporting capabilities.

Andrew Hedengren continues: “Our modular microservices architecture fits perfectly with the Vertica Analytics Platform, giving us the flexibility to design and develop key applications without having to redesign our entire IT infrastructure. And the fact that Vertica can run on almost all commodity hardware is a huge plus too, as it enables us to leverage best-of-breed analytics without having to invest in expensive, specialist hardware.”

He adds: “Another great feature of Vertica is the built-in time zone support. While programmers might be comfortable analyzing time zones in Coordinated Universal Time [UTC], many business users find it easier to process information in their own time zone. With Vertica,

business users can select their preferred time zone and the solution automatically converts the chosen zone from UTC, handling all of the geographical and daylight saving calculations silently in the background.”

### **Achieving lightning-fast analytics**

With Vertica providing a stable, high-performance, flexible data warehouse, Kambi can easily scale to meet growing demand for its services while achieving timely, accurate and granular data analysis.

“By building dedicated data marts for specific analytics functions in Vertica, we can aggregate data much faster and can utilize it for multiple purposes without having to reprocess the data numerous times,” explains Andrew Hedengren. “Instead, with this approach, we can process data once and then roll it up hourly, daily or monthly as needed—helping to reduce compute time, accelerate reporting, and reduce operational costs.”

Today, Vertica is used by a huge number of Kambi's global team - the company's self-service analytics tool has 375 daily users from

nearly all business units in the company.

“Our employees are pleased to see just how fast Vertica can help them answer their business queries,” continues Andrew Hedengren. “For instance, over 55 percent of all queries made in Vertica are answered in under 10 seconds and the remaining 45 percent are also answered with lightning speed. Ultimately, this helps us to harness insights as soon as they become available.”

Looking ahead, Kambi plans to migrate its on-premises instance of Vertica into the cloud with Vertica EON Mode: a move that will help the company to unlock even more operational cost savings.

Andrew Hedengren concludes: “Vertica will always be a key part of our business as we develop and grow in the years ahead. We're looking forward to seeing how moving Vertica into the cloud will help us to further enhance our business and enable us to deliver excellent service to our customers.”