

Case Reference:

Global IT Supply and Logistics in the sports betting and iGaming sector

Viadex configured, tested, packed, despatched and took care of global delivery of 6 populated racks to 3 regions in just 8 weeks.

About the client:

This client is one of Europe's fastest growing online gambling companies with more than 1,000 employees working across a wide portfolio of brands. Their offices are truly globally dispersed and they have seven datacentres in different countries.

A winning formula from Viadex: financial, technical and logistical services in one coordinated, accelerated global push

With a diverse roster of datacentres, any online gaming company is faced with ensuring consistency, best practice, and deployment of the latest technologies wherever its data is processed and from wherever its customers are served.

It's a big ask expecting one external supplier to take care of global projects from end to end, and drive coordinated multi-location fulfilment. For the global Viadex team, however, **no question is too big** and **no point of detail is too small** to get right every time everywhere.

What did they seek from Viadex?

The client wanted every aspect of this global project taken care of. This entailed not just sourcing the rack equipment for three datacentres, **each in a different country**, but sourcing it on the **best commercial terms**. These are not normally available to any client whose purchasing pattern does not attain the vendor qualifying levels for escalating discounts or the best terms.

Don't you worry about a thing

Given our involvement in fulfilling over 1,000 equally demanding global projects a year, Viadex global purchasing enables us to present terms to our clients that they simply could not obtain otherwise.

More than just the pricing however, we take care of every aspect of turning the kit into a ready format for its end purpose. We get it there, we take care of the customs and taxes along the way. All that remains for the client to do, is take the kit out of the box, plug it in and play.

The Viadex Solution: Just 6 weeks from placing the order to turning on the equipment in three different global locations

The Viadex Finance solution

- We procured specialist equipment from three specialist vendors through pre-agreed Viadex global pricing agreements.
- Providing a level of discount others could not achieve.
- Purchasing in dollars due to spot rate on the day. Allowed us to book a favourable rate that could be passed on to the customer.

The Viadex Technical solution

- Our engineers pre-configured all the servers and switches in accordance with the client's requirements.
- They populated and cabled the racks according to a pre-agreed design.
- They loaded the racks into custom built flight cases with load bearing shock pallets.

The Viadex Operational solution

- The flight cases were then loaded into dedicated delivery lorries to transport to the three destinations – this is an important consideration, since with a standard, non-specialist courier the shipments are subject to being unloaded and reloaded to multiple transport vehicles which risks damaging the racks.
- Once at the destination datacentre, the racks were simply rolled out the flight cases and straight into the cabinet space. All that was then required was for the racks to be powered on.



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Case Reference: Importer Of Record

Results: Viadex saved the client money and time by acting as an extension of their procurement, technical and operational teams

- **Reduced risk:** Reduced risk of project delays of kit not arriving on-site in alignment with their engineers.
- **Reduced cost:** Viadex negotiated global pricing agreements, eliminating the need to fly engineers to locations.
- **Improved efficiency:** Due to Viadex engineers' pre-configuration and complete rack and stack – providing a plug and play solution once at each of the three datacentres.

Supporting your global strategy

Viadex have been shrinking the world since 2001. Using Viadex as Importer of Record, geo-dispersed gaming companies can rest assured that whenever a global project crosses borders, countries, frontiers, and continents, our **end-to-end global logistics management solution** supports their strategy for business growth and technological excellence.



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