



Bally's Interactive

How fibre broadband is powering state of the art offices in the Isle of Man for leading gaming company Bally's

Bally's

• The online gaming sector
• is renowned for embracing
• technology and developing at
• a fast pace. Since beginning
• operations in the Isle of Man,
• Gamesys has now rebranded to
• Bally's Interactive, and become
• part of Bally's Corporation,
• a US-based global casino-
• entertainment company. But
• its requirement for reliable and
• resilient connectivity remains as
• great as ever.





the challenge

Famous for its award-winning bingo and online casino brands including Virgin, Jackpotjoy, Monopoly, Heart and Vera&John, the former Gamesys Group spotted an opportunity to open an office on the Isle of Man. The office would deal primarily with the company's Asia-facing business, using the Isle of Man's proven expertise and experience in this area, and relying on cloud systems to host its data.

With customers around the other side of the world, as well as the global footprint of the company, it was clear that excellent connectivity would be intrinsic to its success. Despite the challenges of working through a pandemic, Gamesys was keen to get a physical office up and running as soon as possible at the newly refurbished Tevir building, 55 Athol Street.

- “As an industry, the online gaming sector depends on the digital relationships we build with our customers and providing them with a seamless, enjoyable experience. The brands we support are all highly rated and respected so we must ensure access to our cloud-based systems are available 24/7 from our Isle of Man office. Without reliable connectivity we could not provide that service”



the solution

After listening carefully to Gamesys' requirements and conducting a site survey, it was clear that a Lightning Fast Fibre Broadband to the Premises package would support the business's needs. Providing robust and reliable connectivity at speeds of up to 1Gbps, the Lightning Fast service is ideal for digitally demanding businesses with superquick responses that enable businesses to operate to the highest service levels.

the outcome

Despite the complications caused by the pandemic, Manx Telecom was able to quickly install the Lightning Fast Fibre Broadband service to Gamesys' new office in time for it to become fully operational in May 2021 and the company has enjoyed uninterrupted service ever since.

Ben Wood, Managing Director, IOM for Bally's said:

- “It is extremely important
- to us to have reliable
- connectivity. We are a
- globally distributed company
- and it is essential for us to be
- able to communicate quickly
- and easily with our remotely
- hosted systems, external
- stakeholders and other parts
- of the Bally's Corporation.”





find out more

For more information on how our fibre broadband solutions could help your business or organisation, please contact our business sales team by email at sales@manxtelecom.com or by calling 635635.

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