



Innovative Gaming Leader
Hosts Customer and Sales
Cloud Solutions on Nutanix

International Game Technology plc (IGT) Bets on Nutanix and Wins Big Migrating to Enterprise Cloud

CHALLENGE

In the highly competitive gaming industry, vendors must act fast to seize new business opportunities. IGT is demonstrating its industry leadership by delivering innovation across complete gaming systems that supports customers' business processes, streamlines operations and provides the tools required to deliver personalized player experiences.

IGT depends on its IT team's responsiveness and agility to support its sales organization with its Advantage® CMS system solution demos—sometimes at very short notice; however, assembling traditional hardware-based demos of its gaming system was a very time-consuming and complex process.

"In the past, we would have to build very expensive, cumbersome solutions, including servers, SAN, backup device, switches, and other components, then wheel a rack into a customer environment," says Steve Koven, Director of Global Solutions. "Rack space is very valuable, and customers were sometimes concerned that one system consumed an entire square of rack space."

Koven and his Solutions Architecture team faced similar issues when IGT attended trade shows. Shipping, assembling, and standing up demo systems in remote locations was slow, expensive, and difficult.

"We used to drag heavy equipment to trade shows around the world and set up systems locally," says Koven. "The systems were complex and difficult to troubleshoot, and we encountered hardware and connectivity issues. The entire process was extremely cumbersome."

IGT decided to migrate its internal and external demo environments to a hyperconverged solution to integrate its disparate components onto a single cloud-based solution.

SOLUTION

After considering options from a number of vendors, IGT chose a solution from Nutanix. Nutanix is a member of the American Gaming Association, with a team dedicated to developing and supporting gaming industry solutions.

"Nutanix has significantly reduced the time required to commission gaming systems, enabling us to be more responsive to our sales department and customer requirements. It lets us provide a much more scalable solution for a more attractive price point, while reducing the complexity of delivering the system to the customer. The result is faster and less expensive for us, and a better solution at the end of the day."

— Steve Koven,
Director of Global Solutions



“Nutanix ticked all the boxes for what we were trying to achieve in terms of scalability and availability,” says Koven. “The expandability was very important for us. It’s easy to scale the system from very small to very large with just a few module changes.”

To streamline customer demos and trade shows, IGT constructed a Nutanix Enterprise Cloud cluster in its data center in Reno. Now the organization can leverage the cloud for all of its trade shows around the world from this central location.

“We have a lot more flexibility to clone, backup, and restore,” says Koven. “We also have the ability for all of our development staff and supporting staff in Reno to connect to this environment and support it, which has made our lives much easier.”

IGT has ported most of the elements of its Advantage system to the Nutanix solution. This integrated solution incorporates the complete casino software stack, including Advantage Machine Accounting, which streamlines audits and machine management; Advantage Patron Management to track and create targeted offers to players; and its Advanced Marketing Interface for XML integration with web and mobile applications. The Nutanix solution lets IGT set up and run on-site customer demos in days instead of weeks.

“It allows us to be very responsive,” says Koven. “Our sales people used to request a remote system demo a week in advance. Before, that would not have been possible. Today we can host the demo with very little ramp up time.”

To help simplify the infrastructure life cycle, IGT is deploying the AHV hypervisor. Natively integrated with the Nutanix Enterprise Cloud OS, it lets IGT simplify everything from deploying and managing its solutions to scaling and supporting them.

“We’ve seen a dramatic licensing cost reduction with AHV compared to our previous product,” says Koven. “The single management pane of glass means there’s no longer the need to manage our storage and hypervisor with multiple tools.”

BENEFITS

Faster Delivery for Customer Sites and Demos

With Nutanix Enterprise Cloud, IGT can confidently deliver both the onsite and remote demos it needs to compete more effectively in this fierce marketplace.

“It used to take us two to three weeks to order equipment, rack, stack and cable it,” says Koven. “Now we can stand up the entire infrastructure and fully test it in two or three days.”

The improved agility, as well as the ability to customize its offerings to align with customer needs, has put IGT in a stronger competitive position.

“Nutanix has reduced our time of delivery, while allowing us to be more flexible with sales and customer requirements,” says Koven. “It lets us rapidly provide solutions at an attractive price point, while reducing the complexity of deploying them. The result is faster and cheaper for us—and a better solution at the end of the day.”

Better Performance when the Stakes are High

Nutanix has dramatically simplified management and troubleshooting for IGT, helping to ensure that customer demos and trade show systems will consistently deliver the best possible performance.

"When we have dedicated ourselves to a technology and we are hosting a high-profile event like G2E, there is tremendous pressure to be successful," says Koven. "Nutanix is consistently reliable, easy to use and manage."

A Standardized, Lightweight Customer Solution

Proven success of the Nutanix Enterprise Cloud in delivering customer sales demos and trade show systems has led Koven and his team employ Nutanix to support customers' gaming environments as well. Now, instead of requiring a full-size hardware rack, customers can deploy a casino solution with a minimal physical footprint and reduced power & cooling requirements.

"Nutanix has become our default solution for customers' on-premises casino systems," says Koven.

NEXT STEPS

The ability to scale our IT platform to support future business needs was a key requirement when Koven and his team were evaluating solutions. With Nutanix, IGT can easily build out its system at the size and pace it needs.

"We originally had three demo rooms, and we are now up to a dozen or more, spanning the globe," says Koven. "We are integrating these hosted solutions to support all our IGT briefing centers."

IGT is also deploying an additional data center built on Nutanix to further improve performance and reliability.

"We have been rapidly expanding our environment in Reno to support additional capacity, and we will continue to do so," says Koven. "We also have a secondary site planned for next year, potentially in Europe. This will put us closer to trade shows, which will reduce network latency for an improved end-user experience. We can also use the second site as backup to improve fault tolerance on both sides of the pond."

Based on the Nutanix Enterprise Cloud's proven benefits, IGT is poised to continue its leadership in the gaming industry well into the future.

COMPANY

The world's leading end-to-end gaming company, IGT offers a rich portfolio of solutions for gaming extending across a variety of channels.

INDUSTRY

Gaming

BUSINESS NEED

Boost business agility to demo and sell solutions more effectively, while controlling IT costs.

SOLUTION

Nutanix Enterprise Cloud with AHV

BENEFITS

- › Improves market agility and drives sales through ability to deploy a remote demo in a few days instead of three weeks.
- › Simplified management, improved performance and reliability provides essential infrastructure for trade shows and onsite demos.
- › On-premises cloud solution scales to support the fast-growing organization.



T. 855.NUTANIX (855.688.2649) | F. 408.916.4039
info@nutanix.com | www.nutanix.com | @nutanix

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