

“Cardinal’s aim is to redefine the online lottery industry. Fujitsu gives us an end-to-end turnkey solution that no other company could provide, and this ready-built platform has delivered far greater results than we thought possible.”

Paul Carroll
Managing Director
Cardinal House

Cardinal House partners with Fujitsu to deliver gaming services worldwide, hosted on Amazon Web Services, for a flexible and cost-effective approach.

At a glance

Country: Australia

Industry: Gaming

Founded: 2015

Website: cardinalhousegroup.com.au

Challenge

Cardinal House Group (CHG) began its gaming business based on traditional in-house, hard-coded servers. However, it knew there must be a more flexible and cost-effective way of hosting its services. The company decided a cloud-hosted option was required. CHG needed an experienced partner familiar with system modernization.

Solution

Fujitsu built numerous Amazon Web Services environments in hybrid-IT fashion to manage workloads associated with the design of complex applications, an associated security model, billing management and the use of Amazon CloudFront, to provide a simple way to distribute content.

Benefit

- Enables rapid worldwide expansion due to Fujitsu’s global reach
- Flexible payment schedules provide instant scalability at low cost
- New lotteries enjoy faster time-to-market
- Collaborative co-creation has built a platform that can quickly and securely deploy new games, applications and services globally

Customer

Cardinal House Group (CHG) is a leading provider of Digital Lottery Solutions and Turnkey Management Services, offering online lottery platforms and a managed all-inclusive CRM and back office administration service. CHG's aim is to redefine the way customers access and play lotteries, introducing its readily-built platform and administration services to licensed gaming operators, institutions, charities and sports foundations that do not possess the required technology, knowledge, or infrastructure. This offers the global lottery player a safe, securely regulated lottery experience.

Products and Services

- Fujitsu Hybrid IT Managed Services
- Fujitsu Project Management

Disruptive innovation

CHG is very much a disruptive force in the gaming industry and seeks to leverage the best technology to give it a competitive advantage. Therefore, when it came to the question of how to host the software that underpins its operations, it wanted to try a different approach.

"Initially we hard-coded our platform on in-house servers, like 99.9 percent of industry operators, but we wanted to pursue alternative cutting-edge solutions. We aim to be pioneers within our market, bringing new ideas and sophisticated products," explains Paul Carroll, Managing Director, Cardinal House Group. "Using a cloud-based environment for our gaming applications as well as back office services was a smart move. It would give us the immediate scalability, security and a low-cost market entry."

The company wanted to utilize the Amazon Web Services (AWS) platform, but it also needed a global technology partner to assist in design, deployment and maintenance. Its primary criteria were competitive pricing, flexibility, global reach and reliability. CHG decided that Fujitsu most closely met those requirements.

"Complications and road blocks arise concerning technical functionality and system schematics when you are dealing with a project of this size and scope, Fujitsu could without question handle any hurdle we placed in front of them," adds Mr. Carroll. "Fujitsu brings a lot to the table, and the brand speaks for itself. Collaborating with a recognized brand helps with the regulators and adds to our own credibility."

Cloud-based digital transformation

Fujitsu built a greenfield base for CHG using AWS platforms, in which numerous environments have been implemented in hybrid-IT fashion. These manage workloads that are associated with the design of complex applications, a security model, billing management and the use of Amazon CloudFront to provide an easy and effective way to distribute content to users.

"We're hosting everything on the Fujitsu environment to leverage the agility of AWS, which can scale up and down according to demand," continues Mr. Carroll. "It removes the need for costly up-front investment in our own physical servers and ensures that security is bulletproof."

Management integration with associated secure servers handles multiple third-party support vendors which require access to backend servers, databases and applications. In addition, environments include high-availability and scalable servers and multi-region database replication, including SQL, MySQL and Amazon RDS.

Numerous different payment gateways, email, Simple Notification Services and Azure email integration have also been deployed.

"We are no longer geographically or physically restricted to where our technology can be deployed. Flexibility was a key factor, we must have the means to meet strict government regulations and licensing compliance. Fujitsu stepped up to understand and adhere to all our needs and demands," comments Mr. Carroll. "And with Fujitsu's global reach, we have been able to extend our business to Malaysia, Africa, the UK and beyond while meeting all local regulatory requirements."

Flexible collaboration breeds success

It has been a journey of co-creation for both CHG and Fujitsu. Together they have built a platform that can quickly and securely deploy new games, applications and services globally, providing a roadmap for future growth.

"We walk together with a unique, robust and safe proposition that enabled our inaugural lottery, a charity lottery, to be created start to finish in under four months and succeed," remarks Mr. Carroll. "Had we attempted this on our own, it would have taken twice the time. Fujitsu's global reach and local presence, as well as wraparound support and consultation, make that possible. We have since moved on to a second initiative, hosted in Amsterdam but available internationally."

Moreover, Fujitsu provides versatile payment models with an extended pay-as-you-go schedule that offsets initial costs and speeds up time to market: "Without Fujitsu's support and flexibility, we could never have got up and running so quickly, and having access to its technical knowledge was also a major asset," says Mr. Carroll.

Having concluded its inaugural lottery, CHG is seeking to expand further. Current projects include a new innovative lottery Messenger service, introduction of a turnkey lotto betting platform and supporting national lotteries in PNG, Sri Lanka, Burundi and Nigeria, all of which will be enabled by Fujitsu and AWS. Such ambitious plans would simply not be possible without Fujitsu's assured and trusted support.

"Fujitsu has driven our business and we are now ready to redefine, disrupt and pioneer the gaming industry. The company is set to continue its exponential growth rate," concludes Mr. Carroll. "Fujitsu offers CHG a one-stop-shop, end-to-end solution that no other company could provide. It truly has delivered far greater results than we thought possible."

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