



## CUSTOMER STORY

EPAM Helps Tipico Migrate  
to the Cloud, Transforming  
Customer Experience

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*Advancements in technology have disrupted the fast-paced gambling industry. With less focus on traditional gambling methods, players have a more convenient option with mobile phones now serving as virtual casinos. Tipico, an international provider of sports betting and casino games, has a tagline that says it all – ‘Play and Bet Everywhere’.*

*The accessibility of online gambling has led to surges in mobile traffic and online transactions, creating infrastructure challenges for companies like Tipico. When the company needed to migrate to the cloud and optimize its infrastructure, Tipico asked EPAM for help due to its cloud expertise and long-standing partnership. With a new AWS cloud solution in place, Tipico was able to better manage peak periods of web traffic without interrupting the engaging experience customers expect.*

### INCREASES IN WEB TRAFFIC LEAD TO CHALLENGES FOR TIPICO

Germany’s leading sports betting provider, Tipico offers its customers the convenience of betting on-the-go through cutting-edge mobile applications they can access anywhere and at any time.

Popular football events, such as the League, the World Cup and Germany’s Bundesliga, drive large spikes in online betting, generating an overwhelming workload for Tipico’s websites.

As a result of the surge in web traffic and customer transactions, Tipico faced the following challenges:

- Slow page load time for web and mobile customers, resulting in poor user experience
- Unlinear and inflexible hardware usage
- Inability to scale based on peak periods
- Delayed time-to-market for software products



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### AWS OFFERS A ROBUST SOLUTION FOR TIPICO

As collaborative partners since 2013, Tipico relied on EPAM for performance testing, disaster recovery, business intelligence and security. Leveraging its DevOps expertise, EPAM also provided 24/7 maintenance and support of Tipico's, multi-service production environment. Therefore, it was no surprise when the company needed a partner to migrate and automate its infrastructure, they reached out to EPAM for support.

To address Tipico's business challenges, EPAM was tasked with taking the company's existing infrastructure, which was hosted in a traditional data center, and moving it to the cloud. Amazon Web Services (AWS) was selected as the optimal cloud solution due to its high performance, scalable and reliable infrastructure, as well as EPAM's deep expertise with the platform.

To accomplish the migration, EPAM and Tipico worked together to:

- Automate the solution with Terraform and Chef for application configuration
- Implement an Infrastructure-as-a-Code (IaaS) approach to apply and store changes across development, staging and production systems
- Deploy a DevOps model to ensure proper version control, code review, testing and branching without any manual changes
- Host applications through EC2 to serve business logic and end user requests
- Enable effective routing with Route 53
- Store static applications data on S3
- Monitor events across the infrastructure through Cloudwatch

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## TECH STACK

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**AWS**

EC2 • ROUTE 53 • S3  
CLOUDWATCH • LAMBDA

**CHEF**

**TERRAFORM**

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### CLOUD MIGRATION OPTIMIZES TIPICO'S INFRASTRUCTURE & ENHANCES CUSTOMER EXPERIENCE

EPAM delivered an AWS cloud solution that addressed Tipico's challenges by helping the company better manage peak periods in web traffic to provide a more satisfying experience for customers.

Tipico's new scalable, reliable and secure infrastructure helped the company achieve the following:

- Faster software development lifecycle, resulting in accelerated time-to-market
- Access to AWS native services, such as RDS and Lambda
- Linear and flexible cloud utilization
- Faster load times allowing for improved customer engagement and satisfaction
- Increase in speed of placing bets by 25%

EPAM continues to work with Tipico to optimize this solution using native AWS services, and provide performance testing, business intelligence, security and DevOps expertise.



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### ABOUT TIPICO

Established in 2004, Tipico is the leading sports betting company in the German market. Headquartered at the Portomaso Business Tower in Saint Julian's, Malta, Tipico offers a wide range of pre-live and live sports betting products delivered through cutting-edge mobile and online channels as well as through a top-class portfolio of approximately 1,200 retail outlets predominantly in Germany. Tipico also offers a wide range of online casino and table games.

### ABOUT EPAM

As an AWS Advanced Consulting Partner, EPAM works with its global customers to design, migrate, build and support sophisticated cloud applications on AWS with increased flexibility, scalability and reliability. As of 2018, EPAM has over 2,000 AWS engineers, 90 AWS business and technical accreditations, and has delivered over 300 projects running on AWS.

### QUESTIONS?

Contact us at [Sales@EPAM.com](mailto:Sales@EPAM.com)  
or visit us at [EPAM.com](http://EPAM.com)

