Paddy Power Betfair and Percona Validate
A Private Cloud Database Environment

Paddy Power Betfair is an international sports betting and gaming operator, with a market-leading presence in the UK, Ireland, Australia and the United States, as well as a range of operations across Europe including Romania, Portugal and Malta.

They operate four sports betting and gaming brands. Their proprietary technology, unique products and innovative marketing all combine to offer a superb experience to over five million customers worldwide.

Paddy Power Betfair’s customers expect an outstanding online experience. This means data that responds immediately to application requests, no matter where and when those requests hit the database. It also means that Paddy Power Betfair developers need to keep up with the demand for improving current applications, as well as designing and launching new ones quickly enough to meet market expectations.

“As a with all other players in our industry, data is key for our success,” said Andrew Cook, Manager of Database Operations at Paddy Power Betfair. “The applications our customers use need to access data, and must return results to users nearly instantaneously. Without that, the user experience degrades and we lose market share.”

Paddy Power Betfair also wanted to standardize their database environment across all platforms for their developers. This way, their developers could spend most of their time developing outstanding applications and products for users, rather than figuring out how to manage the local on-premises database.

Due to gaming licensing requirements, many of the database servers must reside on-premises in the geographic area from where the licenses are granted. This means an onsite architecture that needs to be replicated across all the servers in the environment.

“The gaming industry is quite competitive, and customers require both new applications and products as well as an online experience that meets high expectations. Our high-performance and highly-available cloud database environment is critical to helping our developers produce better applications, as well as providing an experience that meets our customers’ expectations. Percona XtraDB Cluster and Percona Support are critical for achieving the needed level of performance.”

Andrew Cook
-- Manager Database Operations at Paddy Power Betfair

Paddy Power used Percona to:

- Help validate their OpenStack database environment for developers easy-of-use.
- Guarantee data uptime and reliability with Percona XtraDB Cluster.
- Ensure that issues were resolved quickly and expertly with Percona Support.
In order to meet these needs, Paddy Power Betfair decided to put their MySQL® database into a private cloud environment, spanning two datacenters and using Red Hat OpenStack® as an underlying platform. To guarantee database uptime and reliability, they turned to Percona software.

**Percona XtraDB Cluster** is an active/active high availability and high scalability open source solution for MySQL clustering. It integrates Percona Server and Percona XtraBackup with the Codership Galera library of MySQL high availability solutions in a single package that enables you to create a cost-effective MySQL high availability cluster. It operates easily within Paddy Power Betfair’s OpenStack architecture, and in the cloud so that applications can reach the required on-site database architecture whenever necessary.

Paddy Power Betfair can count on [Percona’s Support for MySQL](mailto:sales@percona.com) experts to review issues when they crop up, and verify that the database solutions are the best available. When issues occur, Percona’s experts can quickly find the root of the problem. This helps Paddy Power Betfair provide its customers with an excellent experience, protect its brand visibility and focus on the projects that increase site value to merchants and consumers using their services.

**Percona Support for MySQL guarantees database optimization**

Paddy Power Betfair subscribes to [Percona Support for MySQL](mailto:sales@percona.com). Percona Support is a highly responsive, effective and affordable option to ensure the continuous performance of your MySQL®, MariaDB®, MongoDB® and PostgreSQL deployments. Our user-friendly support team is accessible 24x7x365 to ensure that your databases are running optimally. We can help you increase your uptime, be more productive, reduce your support budget, and implement fixes for performance issues faster. “Percona’s support team is excellent. They have deep insight into clustering and high availability environments and know how to address issues quickly so that our database environment remains up and running for our customers,” said Andrew of Paddy Power Betfair.

**Percona XtraDB Cluster provides a stable environment for high availability and replication**

Paddy Power Betfair uses Percona XtraDB Cluster as a replication solution for their customer data. Percona XtraDB Cluster provides a cost-effective, robust solution for applications that require synchronous replication of data, fault tolerant failover and quick, easy scalability across commodity, off-the-shelf hardware. Organizations like Paddy Power Betfair use Percona XtraDB Cluster to power highly available applications and the most demanding public, private and hybrid cloud environments. Percona XtraDB Cluster is fully compatible with MySQL, MariaDB or Percona Server for MySQL.

**Contact Us Now**

To learn about any of our services, please contact us at +1-888-401-3401 in North America or +44 (203) 608-6727 in Europe, or sales@percona.com.