

How PointsBet reinvented its employee device management to deliver uncompromising security, superior operational efficiencies and a fantastic end-user experience.

When PointsBet accelerated its global growth within the high-risk, highly regulated and very competitive online gambling industry, they knew they needed to completely rethink their approach to employee device enablement. In 2019 PointsBet adopted Devicie, a cloud-native solution that automates end-user device security and management.

By leveraging Devicie, PointsBet was able to fast-track its security maturity, while achieving massive efficiency outcomes alongside a fantastic end-user experience.

The IT team now spends almost no time solving employee device issues, leaving them to focus on more strategic security and IT challenges to help drive PointsBet's stellar global growth and success.

The company

PointsBet is a fast-growing, Australian-owned, ASX-listed corporate bookmaker, offering innovative sports and racing betting products and services direct to clients via its scalable cloud-based technology platform. Founded in 2015, PointsBet has achieved rapid growth to become the fourth largest bookmaker in the US. At the time of writing this case study PointsBet had 500 employees globally. By October 2021 they had a team of over 1300 in eight countries.



Our team were doing a great job trying to keep on top of deploying critical security updates, but it's a time-consuming process and the downtime was disruptive to our employees. We knew we needed to rethink the way we were approaching this challenge if we were to achieve our ambitious expansion targets across the US.

ANDREI GOUTNIK
Head of Technology, PointsBet

The challenge

The online gambling industry is an attractive target for cyber criminals, with 2020 seeing significant increases in DDoS and ransomware attacks. As PointsBet began expanding its global presence, the company was facing increasingly complex security and compliance regulations.

Establishing new offices and onboarding new employees in different territories became a constant requirement, and something the company needed to find a way to do more securely, efficiently and with a more positive end-user experience.

Head of Technology for PointsBet, Andrei Goutnik, said the rapid and distributed company expansion meant it had become unsustainable for the IT team to manually set up every machine, ship it to new hires and maintain compliance across everyone's devices.

PointsBet needed an employee device solution that could keep pace with the company's hyper-growth. The solution would need to meet complex compliance requirements and demonstrate a high level of security maturity, while keeping employees happy and productive.

The Device solution

PointsBet adopted Device and worked with the founding team to design, build and optimise the PointsBet SOE in the Device platform.

Device's solution quickly helped PointsBet to streamline its device security and management by establishing an automated Standard Operating Environment (SOE) via the Microsoft Cloud.

By deploying Device across all employee devices, PointsBet were able to automate many of the time-consuming, manual tasks associated with device management. Now, all provisioning, packaging and on-going patching of applications and operating systems, plus the configuration of settings, takes place automatically and optimally, across each end-user device.

It doesn't matter what device type, operating system or where the user is, their device is always secure, up-to-date and we can manage it all from one dashboard.

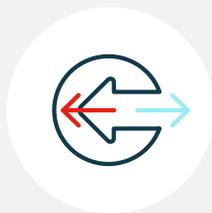
Maintaining employee devices is no longer labour intensive. Patching and security configurations are fully automated, so we just don't need to worry about those things any more."

ANDREI GOUTNIK
Head of Technology, PointsBet



Self-service device onboarding

New employee device deployment reduced from several days to 30 minutes, and no longer needs any hands-on IT assistance. Employees can onboard and refresh their devices themselves.



Better use of IT resources

While employee numbers have grown by 400%, the IT service desk grew by 1 person. Thanks to Device, PointsBet's technology team now has the time to focus on more strategic revenue-generating and value-adding projects.



Positive end-user experience

Despite onboarding hundreds of new employees, there were no IT service desk requests about device management or security within the first 12 months of deployment.



Device security and compliance

All on-going patching of employee devices, operating systems and applications, plus configuration of settings, now takes place automatically and optimally, without any human or agent involvement.

The onboarding process was so simple that it felt too good to be true! Devicie's functionality was way ahead of other technologies.

Fast validation, effortless onboarding

The production validation process with PointsBet was finalised within a matter of weeks. Andrei said onboarding new employee devices anywhere in the world went from several days to 30 minutes.

Production validation included understanding and applying PointsBet pre-requisites, testing the platform with the development team, who have the most complex role and device requirements.

Andrei said the test was a resounding success with positive feedback from the development team about significantly reduced time to onboard and deploy security updates, an increased level of security, as well as the ease of access for employees via any internet connection. Further, the team noted a much better user experience.



ABOUT DEVICIE

Devicie automates an uncompromising level of end-user device security for organisations, and does this in a way that provides a radically better enablement and management experience for end users and IT teams. We have solved the security versus productivity dilemma for end-user devices, with a cloud-native solution that delivers a modern workplace as a service.

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