

The bet365 logo is centered within a large blue circular graphic. The logo itself consists of the word 'bet' in white and '365' in yellow, set against a green rectangular background.

## Case study bet365

**Location** Staffordshire/Manchester, UK

**Value** £300,000

**Size** 4,500 Cat6 Outlets, 19Km Fibre

**Duration** 2 Months

### About

Founded in 2000 in North Staffordshire, bet365 is the world's largest online sports betting company. It employs more than 3,000 people, is live in 18 languages and delivers an unrivalled online experience to over 21 million customers worldwide.



### The brief

Bet365 recently moved into a new purpose built 2,400 seat offices on Media Way, Staffordshire, along with a new data centre located not far from the site. In addition to the Staffordshire office, the company has opened an office in Manchester to accommodate their fast growing business. Sudlows carried out various connectivity, power and electrical works across all 3 of these new locations, providing full audit, design and installation services.

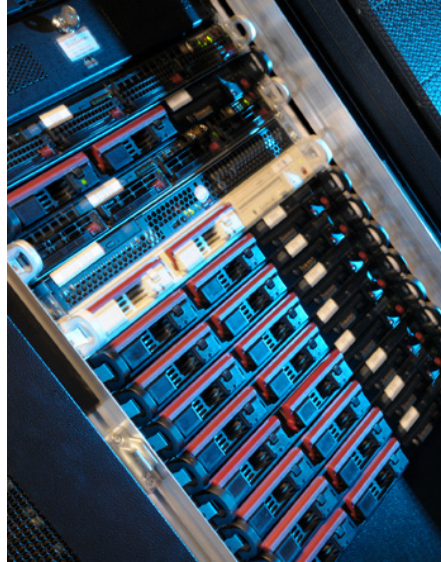
## The Projects

The first phase of these projects was carried out in Staffordshire within the new data centre and office building. The new data centre had been recently completed. Sudlows were commissioned to install all fibre and copper cabling to the existing 78 cabinets in order to deliver the high speed required, whilst remaining compatible with the new data centre infrastructure.

Sudlows also installed over 286km of CAT6 high capacity copper infrastructure at the Headquarters. This delivered connectivity for every aspect of the building infrastructure including wireless, CCTV, BMS Door Access, WiFi, security and printers. With over 4500 outlets installed throughout the new building. This enables bet365 to have a highly functional, resilient and cohesive connectivity system throughout the new office base. These elements are key in the running of this major, traffic heavy online business.



Over 19km of superfast fibre connectivity was installed across all 3 sites in the UK. This provided guaranteed speed and bandwidth to their core network backbone. This deployment is essential to the success of their digital business operation, ensuring continuous, reliable and resilient connectivity.



Additionally, for the second phase of the project, alongside the new fibre connectivity, the Manchester office received a full electrical fit out and cooling and air-conditioning to both the commsroom and office. The Sudlows Enterprise Services team further installed a critical power UPS system.

**Carl Sellars, Connectivity Manager for Sudlows commented:**

“Sudlows has been at the forefront of delivering fast and reliable connectivity for the last 25 years. Our work with bet365 will enhance its unified infrastructure, supporting its dynamic services for their customers globally and ensuring optimal connectivity.”

## Conclusion

Hundreds of thousands of online transactions pass through the bet365 network in real time daily. Therefore it was essential that the design and installation of the new communications and data infrastructure delivered very high capacity and full resilience to accommodate the growth of bet365 core betting services. Sudlows were able to deliver bet365's new connectivity infrastructure with minimal interruption to the company's day to day operations, within budget and the allotted time frame.

**Neil Selby, Head of Networks & Security for bet365 said:**

“Continued investment in our core data infrastructure is essential for our planned growth. The project will equip our new offices with state of the art connectivity, ensuring we can continue to offer customers the first class service they expect.”



CRITICAL INFRASTRUCTURES



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