



BWIN INTERACTIVE ENTERTAINMENT, AG

Customer Success Story

The world's leading publicly listed online gaming company, bwin, supports more than one million users in 22 languages and around 70,000 transactions with credit cards, banks and other financial providers per day. Their products are accessible via both mobile devices and computers.

As a leading entertainment company, it's imperative that bwin's product quality and customer experience be exemplary. Product innovation is bwin's driver for market leadership, therefore the company created a "Tools Team" that is responsible for researching, comparing and recommending tools that support the application development lifecycle. The team consults with in-house developers in all bwin locations to understand requirements for tools. They also assist with application configuration, subsequent tool requests, improvement initiatives and tool integrations; all to increase delivery potential and secure continued IT efficiency.

THE CHALLENGE

As a distributed software organization, bwin has four locations (Austria, Poland, Romania and Sweden) with approximately 750 IT employees. Currently, 25 teams are running in parallel across these locations.

Typically the tool evaluation team works to coordinate the requests of product development, IT and other departments within the company to understand and assess user requirements. Based on user input, in-depth research, tool comparisons and fit with existing bwin tools, the team provides recommendations for the entire organization. In addition to providing tool recommendations, the team was also tasked with helping coordinate the work of external and near-shore developers and testers, as well as other stakeholders such as marketing and communications, who need to collaborate on development projects. A major collaboration hurdle between the disparate groups was the use of non-integrated spreadsheets to manage requirements, which did not provide the kind of visibility into the development process each team required.

"With no visibility, it was impossible to fully track, control or steer agile development efforts," said Ricki Koinig, Tools Team Lead.

"VersionOne has become the perfect transparent and efficient vehicle for improving our development process while reflecting our agile culture – VersionOne is agile made easier."

*Ricki Koinig, Tools Team Lead
bwin Interactive Entertainment, AG*

SNAPSHOT

BWIN INTERACTIVE

- bwin is the world's largest publicly listed online gaming company

BUSINESS NEEDS

- Adopt a tool that fits the bwin culture and manages process quality
- Bring more visibility and transparency to the development process
- Prioritize backlog stories given multiple stakeholders
- Synchronize all teams across multiple locations
- Guarantee a single source of information for release teams
- Track dependencies between release teams
- Provide real-time reporting and dashboards

RESULTS WITH VERSIONONE

- Transparency of all feature requests (stories and defects) and deliverables within one tool
- Prioritized backlog and synchronized work efforts across multiple teams and locations
- 12x improvement in predictability in feature delivery
- 6x improvement in release predictability
- Overall increase in product quality

CUSTOMER SUCCESS

“There was no documented or consistently used process around agile, so reporting was manual and difficult to ensure.”

The Delivery Management Process bwin uses is based on Scrum and supported by agile engineering practices. The company wanted to find development tools specifically built for managing the agile application lifecycle. They wanted tools that would ensure the delivery of projects across multiple teams and locations, could guarantee that dependencies were proactively managed and provide monitoring of the progress of each project in real-time. The decision was made to search for a single development platform that would meet the new needs of bwin’s development teams, integrate with their existing development environment and support the company’s agile culture.

THE CHOICE: VERSIONONE

To make sure they identified the best tool for their organization, bwin explored not only industry leading agile management solutions, but also freeware and all-in-one project portfolio management and workflow solutions. VersionOne proved to be the best end-to-end agile management platform with strong integration to multiple development tools and an open platform for integrating future tools. VersionOne’s built-in team collaboration capabilities supported bwin’s culture, making for an even better fit. An additional benefit of VersionOne was the single repository of project information supporting centralized data management.

“The commitment of the VersionOne team to understand and support our modified Scrum process and their level of dedication to our success was a key reason why we chose VersionOne,” said Koinig. “VersionOne uses Scrum and iterative development methods themselves, so they understand the needs and challenges of development teams practicing agile.”

VersionOne was embraced across bwin’s entire organization. Multiple teams currently use VersionOne, including operations, security, architecture, tools and database. Agile methods have been fully implemented across all roles and have enabled bwin to gather real-time, centralized data for crucial reporting.

VersionOne helped bwin streamline business processes and, as a result, they now have a documented, consistently-used delivery management process for all users, in all locations.

With VersionOne, bwin has complete visibility of all projects and dependencies, resulting in increased responsiveness to customer requests and the successful adoption of agile across the organization.

“One agile platform is used to manage our delivery management process: VersionOne. VersionOne enables integrated planning and project tracking across our organization – it’s agile made easier,” said Koinig.

ABOUT BWIN INTERACTIVE ENTERTAINMENT, AG

As the world’s leading publicly listed online gaming company, bwin, is among the top ten German-speaking software development companies with headquarters in Vienna, Austria. This requires rapid and secure implementation of stable software supporting more than one million users in 22 languages and around 70,000 transactions with credit cards, banks and other financial providers per day. All sites must be available 99.9% of the time, generating gross gaming revenues of more than 446.6 million Euros (2009).

ABOUT VERSIONONE

VersionOne is recognized by agile practitioners as the leader in agile project management tools. By simplifying the planning and tracking of agile projects, we help teams deliver better software faster. Since 2002, companies such as Adobe, Boeing, bwin, Intuit, Lilly, Lockheed Martin, McKesson, Oppenheimer, Qualcomm, Sabre and Siemens have turned to VersionOne. Today more than 30,000 teams from over 170 countries use VersionOne.

Agile Made Easier @ VersionOne.com.

© 2010, VersionOne, Inc. All Rights Reserved.
The Agile Management Company.