

cloud  
accelerators

can you use the  
cloud to open  
new paths of  
innovation?

you can



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**Christopher Satchell**

CTO & EVP Research & Development,  
International Game Technology

agility  
made possible™



The cloud and SaaS model is so appealing. All you need is an internet connection. This removes a lot of risk and this ability to easily deploy new applications is beneficial to everyone in the industry.

#### **About International Game Technology**

- Founded in 1975
- Today is the largest developer and manufacturer of gaming machines
- More than 5,000 employees
- Develops complete solutions to run and optimize casino floors
- Only industry vendor that has a complete set of offerings: games, systems and online wagering products
- Has a worldwide install base of over 1,000,000 machines

For more information, visit [\*\*igt.com\*\*](http://igt.com)



**Christopher Satchell**

CTO & EVP of Research & Development,  
International Game Technology

### Career Highlights

- At IGT, responsible for all global product development and R&D, development of strategic business adjacencies
- Prior to IGT, 15 year career in Video Games, culminating as CTO of Xbox 360 at Microsoft
- Personal interests: dog rescue, reading & physical fitness

### Are casinos ready for cloud-based gaming?

They're ready. We are currently moving forward with our Proof-of-Concept (POC) cloud, and we are signing our first set of partners to trial this new cloud-based delivery of our applications. This is a big deal for us and for the industry. This is about taking the paradigm of heavyweight on-premise deployments within casinos and moving that to a fully hosted service model. And a very important part of our efforts here relies on the CA AppLogic® cloud platform, which helps us to design and build cloud services based on existing applications.

Recently, at a large industry trade show, we privately demonstrated our new cloud platform to a few dozen existing clients. We had hoped that we'd get two or three customers interested in this POC cloud. We got 27. That's phenomenal, considering how regulated and conservative this industry is. In gaming, people are generally concerned about significant technology shifts. And the software we run is their mission-critical, highly regulated, cash-based transactional systems. I think what that early demand shows is that there is significant acceptance for these hosted technologies. I think this is an affirmative statement for the direction of our, and other, industries moving toward cloud.

We had hoped that we'd get 2 or 3 customers interested in the Cloud POC. We got 27 in 3 days.

### What value do you see cloud services delivering to your customers and industry?

It's about lowering cost and improving agility. Consider how difficult it is for a casino to deploy new technologies. It has to install the software, configure it, maintain it, fix and mitigate security flaws. All of this overhead is a huge barrier for casinos, especially if they aren't sure if there is real value in an application or service. That's why the cloud and the Software-as-a-Service (SaaS) model is so appealing. All that's needed is an Internet connection. There's no equipment to install and the software vendor maintains the application. All of this removes a lot of risk for casinos to learn if there is value in the service for them.

This ability to easily deploy new applications is beneficial to everyone in the industry. It makes it cost effective for all sized casinos to deploy new software, and it also makes it easier for software makers to entice organizations to try their apps. It's especially beneficial to smaller operators that couldn't afford the cost of big on-premise installations. This really opens up paths of new innovation in our industry.

### How do you leverage technology and analytics to better service gamers?

We can now enable casinos to get the right game to the right player at the right time. Our server-based technologies can serve up multiple games from a single gaming console, so casinos can easily change the configuration of games on their show floor and they can offer up to customers other games they will likely find appealing.

When it comes to analytics, it starts with getting detailed data on every gaming session on the casino floor and combining that with demographic data on the casino guests. By looking at these data and identifying trends, casinos can see how they can make adjustments to optimally configure their casino floor and provide maximum fun for their customers.

By moving to a cloud based service using the CA AppLogic cloud platform, we can aggregate abstracted data across customers to provide mega-trend information on games and floor configuration to further help our customers optimize their business.

For example, we collaborated recently with France-based casino Evian. By using analytics to constantly evaluate, measure and adjust the configuration of its casino floor, they were able to increase the yield from their floors by 20 percent, which is absolutely significant in our industry.

### Why did you choose the CA AppLogic cloud platform?

We chose the AppLogic platform for two reasons: it is the right technology for the job and CA Technologies has a great relationship with us. Regarding the technology behind the AppLogic platform, we appreciate how it virtualizes so much of the infrastructure regardless of the hypervisor. That's a big deal. We don't run a monolithic software stack. We run a set of disparate systems. So the fact that it encapsulates and virtualizes system configuration for cloud computing is crucial.

Secondly, the ability to take a configuration and deploy it onto commodity hardware is very important. That means we can operate in a number of different environments, including on-premise, in a private data center, to colocations, which provides us great flexibility. Additionally, the security model is inherently stronger than its competitors.

Among the reasons we chose the CA AppLogic software is its ability to provide private cloud environments & its great security model.



To learn more about IGT, visit [igt.com](http://igt.com)



To learn more from cloud service providers working with CA Technologies, visit [ca.com/cloudaccelerators](http://ca.com/cloudaccelerators)

In fact, using the AppLogic cloud platform, because of its ability to scale and remove infrastructure complexity, we've been able to leverage our existing technology investments to reach new customers.

In terms of CA Technologies as a partner, CA is fantastic to work with and is very focused on providing excellent support to us.

### **What concerns do your customers have about cloud-based gaming and how do you overcome those concerns?**

Casinos have lots of information about their patrons, and there are many different privacy laws that they have to adhere to so they're always concerned about security. They want to know that the transmission of data is secure, and that the data also are stored securely. We help alleviate those fears by explaining that sensitive data can be stored and managed on a private cloud. That makes people a lot more comfortable. In fact, among the reasons we chose the CA AppLogic software is its ability to provide private cloud environments and its great security model.

### **How do your services enable casinos to have a deeper relationship with their customers?**

In addition to their gaming activities inside the casino, players today have digital lives. And casinos, as a result, are moving to these types of services, which enables them to connect to the digital lives of their customers. These services also open up ways to engage with players that just weren't available before. When a player is at a casino today, he/she can be active on a social network, possibly getting recommendations from their friends of great games to play. Perhaps they're working on building their achievements.

They can be doing all the kinds of activities that they're used to when they have an entertaining experience online, and we can bring that to them combined with a great gambling experience at the casino. That's a fundamentally different way of experiencing gambling in a casino. Cloud services enable the industry to more easily move in this direction—as opposed to having to build heavyweight on-premise deployments. For IGT, partnering with CA Technologies enables us to more effectively provide these new gamer experiences to our customers.