

# Tatts Group

Accelerating innovation and enriching the customer experience with CA Agile Central

## CLIENT PROFILE

Industry: Gaming

Company: Tatts Group

Employees: 2,500

## BUSINESS

Tatts Group is the largest provider of wagering, lottery and gaming products and services in Australia. Through its network of retail stores and outlets, Tatts Group brings the thrill of the game to thousands of customers every day.

## CHALLENGE

With a focus on continuous improvement, the company needed a solution to match its agile approach and help simplify and standardise its development processes.

## SOLUTION

CA Agile Central provides a single source of the truth for more than 150 delivery teams at Tatts Group. As well as enabling a step-change in visibility, the solution provides intelligent analytics that support decision-making.

## BENEFIT

With better collaboration and smarter processes, delivery teams can now release new updates weekly, rather than twice yearly. This gives Tatts Group a competitive advantage and improves customer satisfaction.

## A strategic approach to innovation

In the fast-paced gaming industry, providing customers with the best possible experience keeps them coming back for more. With CA Agile Central and an agile development approach, Tatts Group can innovate faster and serve customers better than ever before.

"We haven't just transformed our approach as part of a one-off project; we've embedded continuous improvement into our culture," explains Sharon Robson, Head of Enterprise Agility at Tatts Group.

By adopting an agile approach underpinned by CA Agile Central, the company has unlocked greater agility and flexibility in its release cycles, meaning it can get new releases out weekly instead of two or three times a year.

"To be the best, we need top-class IT and top-class thinking," adds Sharon. "By aligning our processes and enabling greater visibility, we've empowered our development teams to deliver high quality products and services to keep our customers satisfied."

## Improving visibility and agility

Tatts Group is Australia's largest wagering, lottery and gaming provider, with more than 2,500 employees and 4,000 dedicated retail outlets. It also provides services through 10,000 locations across the country.

"As an ASX-listed company, we need to deliver sustainable and profitable growth for the shareholders, which ultimately means providing better, faster services to customers," says Sharon.

To speed up the release cycle for new customer wagering and gaming features, the company needs a central view of its development activities as well as standardised workflows and granular metrics.

"CA Agile Central has an intuitive workflow that supports both technical and non-technical workers. This makes it easier for us to ensure that everyone involved in delivering new customer offerings – from delivery to senior executives – has access to the right information to support their role," explains Sharon.

## Better decision-making, smarter innovation

To support its continuous improvement efforts, the company has developed its own style of working, called TattsWow, focused on decision making, problem solving and doing the right work at the right time in the right way.

**"With CA Agile Central, we can innovate faster and make smarter decisions."**

**Sharon Robson**

Head of Enterprise Agility  
Tatts Group

"TattsWow is supported by CA Agile Central, not driven by it," explains Sharon. "We wanted a solution with out-of-the-box functionality that would help us work smarter and faster. It only took a few tweaks to ensure we were gathering meaningful and insightful metrics."

With CA Technologies, Tatts Group has a partner, not just a solution. "CA Technologies has supported us throughout our agile adoption. From tools and training to advice and knowledge, everything we needed to make agile a success has been readily available," comments Sharon. Tatts Group is already reaping the rewards of this success. With its new agile approach, the company can ensure it's constantly evolving and enriching the customer experience.

"Agile isn't a transformation for us, it's a journey, a mindset and a power that will enable us to grow," says Sharon. "If you're reacting to change, it's too late. With CA Agile Central, we are now at the front of the pack driving the change and responding to what our customers want."

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