

# Statful Provides Unlimited HORSEPOWER for TVG

## About TVG

TVG is synonymous with horse racing in the United States. As a leader in the online betting market for more than 20 years, TVG is based in Los Angeles. Its headquarters house corporate offices and a television station that broadcasts 24 hours a day, 365 days a year. On any given day, tens-of-thousands of racing enthusiasts are watching a TVG broadcast on television and placing bets on TVG.com. With high volumes of wagers transacting every year, TVG relies on its top-of-class infrastructure and reporting tools to keep performance on track.

Statful is an integral part of TVG's success. It has placed the reins in TVG executives' hands, giving them the power to monitor and visualise real-time data of their systems, applications and key business performance indicators. The result is lightning-fast incident detection, as well as a measurable improvement of visibility into their infrastructure's performance, which ultimately improves customer satisfaction and retention, bolstering their bottom line.

## CHALLENGES

Thousands of customers daily rely on TVG's online betting systems to perform efficiently and without incident. A small interruption of service could have had big revenue impacts in business for TVG. Before Statful, TVG executives were making decisions with blinders on. Saeid Vafaeisefat, Vice President Information Technology at FanDuel Group, *"For those unfamiliar with horse racing, our traffic skyrockets during major race days, and we have to keep up. With Statful monitoring all of our data, we have the confidence that our analysis' and vigilance are on point with concise and clear reports covering all areas at all times, With its detailed real-time monitoring capabilities to support us, we're never running blind!"*

## SOLUTION

Statful is the thoroughbred-grade solution that TVG needed. Lars Temme, Director of Engineering at TVG and frequent user of Statful explains, *"We used several different programs before to monitor our business, but none of them was as enlightening and easy to use as Statful. To send metrics to Statful I just use a very straightforward line protocol. After logging in, my self-created dashboard pops up and I can immediately see the real-time data of the metrics I have created and customised myself."*

*“Now Statful provides us with useful data that we need to understand our customers and give them the best possible experience. It has created a win-win situation for our customers and our internal teams”*

Saeid Vafaeisefat, VP of IT at FanDuel Group

Besides showing real-time data, Statful captures and stores all of your historical data so you can detect problems before they turn into incidents, while enabling you to create a baseline for future events. *“Once I started baselining applications and specific samples, I was able to give operations teams and other business units actionable insights into the data. Insights that they needed to make important business decisions”,* Lars said. *“Now everybody can become a specialist in data, no rocket science degree required.”*

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Lars Temme, Director of Engineering at TVG

## BENEFITS

Statful helps TVG better serve their users by:

### Identifying Potential Problems

Statful gives deep visibility into application and system performance. *“Having a lot of data collected in one place can easily make you lose perspective.”* Lars said. *“Statful empowers you to customise your own dashboard by selecting exactly those metrics that you need. Now everyone in our company is able to understand our situation and we can all rapidly identify trouble spots and drill down into root causes before our customers are impacted.”*

### Ensuring Customer Satisfaction

Statful gives TVG the extra horsepower it needs to stay ahead of the competition. Saeid: *“TVG stands out as a leading wagering hub in the betting industry and a reference to its customers. It has the confidence to do so because it is backed by the precise and real-time monitoring tool that is Statful. It has proven itself time and again on big events by showcasing infrastructure and IT environment endpoints on highly responsive and configurable dashboards.”*

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