Parimatch

How direct connections to AWS boost security and User Experience

The customer:
An international gaming platform

Founded in 1994 as a small regional betting company, Parimatch today is an online betting platform connecting emerging markets with the world of traditional and niche betting. It has almost two million customers and more than 1,600 employees, and its platform covers more than 20 sports in 60 countries, 200 leagues and around 600 sporting events each day.

Parimatch provides betting 24 hours a day, including Live-in-Play betting, current sports news and tournament tables, statistics and analytics. As one of the gambling leaders in the Commonwealth of Independent States, it aims to continually improve and increase the services it offers as well as the list of leagues, championships and number of events.

> "Security is the number one benefit for us, as it reduces risk for our company."
>
> **- Andrii Chigarkin,**
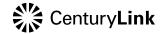> **Chief Information Officer, Parimatch**

The challenge:
Secure connections with low latency

Parimatch houses some of its data and services in its on-premises datacentre and some with Amazon Web Services (AWS). It was previously using IP transit services to connect to AWS, but this meant that additional security (such as IPSec and VPN) was needed to protect this traffic, which included customer data and payment details, in order to keep its customer information, its reputation and its revenues safe.

Latency is also an issue for Parimatch, as live betting services are extremely time-sensitive and delays can stop services working properly. This can affect user loyalty which is a significant concern in this competitive market. Andrii Chygarkin CIO, at Parimatch, says, "The connection to AWS is used for high load and delay-sensitive services, so we cannot afford to have high latency. Live events on our website are updated every one to six seconds, and the user experience can be significantly affected if this rate drops due to higher latency."

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The solution:
Direct connectivity to AWS

Parimatch chose CenturyLink (then Level 3 Communications) to provide better connectivity, partly because it had already received a good experience with its other services and partly thanks to the provider's excellent reputation and global tier one network.

CenturyLink Cloud Connect provides secure, high-performance direct connections between Parimatch's public and private clouds. As an AWS partner, CenturyLink offers an unparalleled number of gateway locations to connect with AWS.

"CenturyLink provides us with better connectivity, lower latency and guaranteed service."

**- Andrii Chigarkin,
  Chief Information Officer, Parimatch**

The benefits:
Protecting reputation and revenue

"Security is the number one benefit for us, as it reduces risk for our company," says Chygarkin. "Cloud Connect provides the minimum possible surface area for malicious attacks, as the connection between AWS and our on-prem datacentre isn't visible." This helps to protect the company's data, reputation and revenue.

"We have decreased RTT (Round Trip Time) between AWS and our datacentre, which is ideal for our latency-sensitive services." This level of performance means Parimatch's users receive a great online experience, helping to make sure its customers stay loyal and continue using Parimatch's online platform.

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