

**Virtualisation breaks barriers for outside broadcaster**  
*Richardson Eyres helps Satellite Information Systems cash in on virtual winner*

**16th September 2008, Chesham** – Satellite Information Systems (SIS), the UK and Ireland's foremost supplier of television programming and data services to the betting industry has adopted virtualisation technology to enable it to keep up with the demand for live sports coverage and also take advantage of the increasing popularity of online horse racing.

With the demand for virtual horse racing on the increase, and the popularity of events such as the Derby and Ascot, SIS' existing storage infrastructure was restricting the number of horse races it was able to broadcast in a day. It turned to data consolidation specialists, Richardson Eyres to come up with a solution to help it remove its barriers to expansion.

SIS provides real-time coverage of major sporting events and gives full details of betting opportunities and the results of these bets as and when they happen. As this data allows bookmakers to take and settle bets, SIS needed a highly available, scalable platform to assure its customers that this critical information was always available. Richardson Eyres rolled out a new storage infrastructure based on HP Blades, SAN and VMware Virtual Infrastructure.

"With the business critical demands on our IT infrastructure increasing exponentially, we desperately needed a solution that would allow us to expand," said Denzil Bonfield, head of service delivery, SIS. "Richardson Eyres worked with us to come up with a solution that allows us to extend our reach in such a competitive industry and assure our customers that our critical systems are highly available."

Adam Kemp, director, Richardson Eyres said: "The competitive arena in which SIS operates demands an infrastructure that can be relied upon to deliver highly critical pieces of information in real-time. We were able to demonstrate what virtualisation could do for SIS and work with the company to deliver the best solution for their needs."

As a result of the new infrastructure SIS is also realising a number of other tangible benefits. Commenting on these benefits, Bonfield said: "Virtualisation has allowed us to considerably reduce the amount of equipment and as a result, this has enabled us to reduce our power consumption. Also, because we now have a scalable infrastructure, we are able to eliminate reactive purchasing. Whereas previously a new product would have meant buying three servers, one each for development, operations and backup, now we can provision three servers from one."

**\*Photography available on request**

**About Richardson Eyres:**

Richardson Eyres provides solutions for data centre consolidation. It works with its customers to streamline IT infrastructures, freeing up time, resources and ultimately saving its customers' money.

Richardson Eyres develops long-term and mutually beneficial relationships working with its customers to ensure that it provides bespoke solutions to help their business run efficiently, effectively and above all, profitably.

It has partnerships with HP and VMware, and is one of a small number of HP Professional Services Partners (PSP) in the UK. It also provides solutions for companies globally, from their offices in the UK and the US.

With over 20 years experience as a data centre consultant, Richardson Eyres has extensive technical knowledge and the know-how to apply this knowledge to help organisations run their IT infrastructures more efficiently. Established in 1986, the company is privately owned and its headquarters is in Chesham, Buckinghamshire. [www.richardsoneyres.co.uk](http://www.richardsoneyres.co.uk)

**About SIS**

SIS is one of the world's leading companies in the television broadcasting industry. It is the foremost supplier of television programming and data services to the UK and Ireland betting industry. The company's broadcast business, SIS LIVE, has the largest satellite uplink fleet in Europe and is the largest outside broadcast provider in the UK. It offers a complete broadcasting solution from onsite outside broadcast facilities through to global distribution and IP provision. The company covers 100,000 hours of live events worldwide each year, including Formula One, The Wimbledon Championships, UEFA Champions League football and European Tour Golf, and delivers approximately 80% of live news feeds across the UK.

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