

# Infrastructure Refresh With Minimal Customer Impact

A Post-Acquisition Major Technology Upgrade Case Study

## About Delaware North

Delaware North is a privately-owned business headquartered in Buffalo, New York. What started as a small business that sold popcorn at carnivals and events is now a \$5 billion business that spans multiple areas including sports, retail, hospitality, gaming and entertainment. The business has approximately 55,000 employees worldwide and is focused on delighting guests by creating the best possible experience today while re-imagining tomorrow.

## At a glance

**Industry**  
Hospitality,  
Entertainment, Gaming

**Company size**  
10,000+

**Country**  
Australia

## Business challenge

- Migrate & upgrade major casino technology infrastructure
- Zero interruptions to customers

## The solution

- Design and procurement of new, modern infrastructure with HPE HF40 SAN storage solution

## The Results

- 18 separate systems successfully transitioned
- No negative impact to customer experience

## The Summary

When US-based business Delaware North acquired the Sky City Casino in Darwin, it had to conduct a major technology upgrade – without any impact on the customer experience. As Delaware North's local technology partner, Brennan helped the global business design its strategy for this critical migration, as well as procure the new equipment.

## The Situation

In 2019, Delaware North acquired the Sky City Casino in Darwin in keeping with its strategy to expand its hospitality and gaming portfolio worldwide. As part of its due diligence before the acquisition, Delaware North realised it would need to conduct a major technology upgrade once the casino was under its control.

## The Challenge

The majority of the existing infrastructure was nearing its end-of-life and posed a risk in terms of compliance and performance. Delaware North also wanted to bring the casino under its domain to ensure consistency with its global operating standards and systems. While the upgrade itself was relatively straightforward, it needed to be done without affecting the casino's operating hours. For customers, it needed to be business as usual.

## The Solution

The first part of the casino's existing infrastructure that required an upgrade was its server storage, and Brennan worked with the business to find and procure a suitable solution.

"Our due diligence confirmed that we would require additional storage and compute capability as an immediate priority. Darwin Sky City Casino had, during the takeover period, purchased an HPE HF20 Nimble SAN. While this solution was of high quality, it wasn't robust enough for our needs, so we decided to upgrade to an HPE HF40 SAN storage solution instead," said Witchen.

"From a technology point of view, the HPE HF40 SAN storage solution is also incredibly resilient and high performing and gives us the compute power we need in a small form factor – with the ability to scale as we need to," he added. "Plus, in terms of compliance, the HPE solution can handle the high load requirements that gaming databases require, and therefore ensures we are meeting necessary regulatory requirements."

"We recommended the HF40 SAN storage solution because it's a robust solution that offers speed and efficiency for mixed-workloads, with incredibly rapid responses and better performance than other hybrid arrays," said Nick Lowther, Business Development Manager at Brennan.

"Though the initial HPE HF20 Nimble SAN solution that Sky City had acquired before the takeover wasn't going to be sufficient to meet Delaware North's ongoing needs, we were still able to use it as a replication target in the new infrastructure, to ensure high availability," he added.

The entire project also needed to be completed very quickly – to ensure there was no interruption to the casino's service during the takeover. "We were certainly working to a tight timeframe, so it was important that we had procured and organised everything we needed to in advance," said Lowther. "Our early involvement helped ensure that everything was ready to go, and there were no issues," he said.

"Brennan really helped by providing expert advice and guidance us as to the amount of storage and compute we required to meet our needs, as well as procuring the equipment when it was needed," said Witchen.

"We have dealt with Brennan before and have always been impressed by their level of engagement, as well as their people and experience," he added.

## The Result

As a result of Delaware North's highly organised approach, and Brennan's assistance in defining the blueprint and procuring the required equipment, the casino's infrastructure was transitioned without any impact on customer experience.

***"Our due diligence confirmed that we would require additional storage and compute capability as an immediate priority."***

**Phil Witchen,  
IT Manager,  
Delaware North**

This spanned 18 separate systems (including finance, ERP, HR, property management and business intelligence) being transitioned and now means that a foundation has been successfully laid for a future up-lift of other end-of-life infrastructure at the casino (including surveillance networks and phone systems). There was also no wastage as existing technology was able to be re-purposed.

“This was a very successful project in terms of the solution and our involvement. It certainly cemented our relationship with Delaware North,” said Lowther.



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## The Brennan Experience

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Our teams are crazy about delivering an exceptional customer experience for our clients, which is why we continue to invest in our people, systems, and automation. This has resulted in us achieving a world-class Net Promoter Score of +80.

Get in touch with us today to see how we can help your organisation.

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