



## Talend Cloud Enables Online Betting Platform PointsBet to Ensure Compliance and Reliability Amid Rapid International Expansion

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**Governing diverse data sources with speed on Microsoft Azure, Talend helps support the delivery of a differentiated mobile betting experience to PointsBet's customers worldwide**

Redwood City, Calif. and Melbourne, Australia, Feb. 12, 2019 (GLOBE NEWSWIRE) -- [Talend \(NASDAQ: TLND\)](#), a leader in [cloud](#) data integration solutions, today announced that [PointsBet](#), a cutting-edge online bookmaker from Australia offering both traditional fixed odds markets as well as PointsBetting, is using Talend Cloud and Microsoft Azure to deliver a differentiated mobile betting experience to just under 100,000 customers worldwide and support its international expansion. With Talend, PointsBet can connect and govern diverse data sources with speed, trust, and reliability across its IT infrastructure and comply with regulations as it expands globally.



A minor glitch during a major sporting event can prove disastrous for online betting platforms, which need strong, resilient IT infrastructure. Losses can run into the millions of dollars as players take their business elsewhere and the reputational and brand damage can be hard to reverse. Robust data systems are also needed to comply with the myriad regulations that online bookmakers are subjected to, such as providing reports and information to authorities and racing organizations to meet license conditions. PointsBet turned to Talend to build a responsive, cloud-first data infrastructure and help meet compliance standards in Australia – a highly regulated market for betting in the world – and beyond, as it enters new markets.

"PointsBet is fully digital, and it's critical we can access data in every system to ensure a streamlined platform. Talend helps us quickly and efficiently integrate all of our data and ensure we're compliant across the board," said Maayan Dermer, BI, and Data Engineering Lead, PointsBet. "Talend is the glue between our systems, and has enabled us to reduce troubleshooting times from four to eight hours weekly down to an hour, while simultaneously improving our data reliability and stability."

With Talend, PointsBet uses data to improve the customer experience for new products and promotions and ensure it delivers personalized offerings based on customer variables. PointsBet also uses data to determine the relative success of its different wagering products, including which products attract more people, deliver better margins, or have better engagement.

PointsBet standardized on Microsoft Azure due to its scalability to handle peak online gaming requests and agility to quickly spin up new projects. Talend was a natural fit with out-of-the-box native support for Azure Blob Storage, CosmosDB, SQL Data Warehouse, SQL Server, Azure SQL Server, and Native SQL Server, as well as the flexibility to run workloads in the Cloud or on-premises. As PointsBet, who just recently was licensed to operate in New Jersey, starts expanding throughout the US, Talend will play a vital role in supporting the roll-out of its Data Analytics infrastructure and ensuring the company maintains compliance with varying state regulations. With Talend Cloud, PointsBet is able to provide a unified view of all of its data and comply with the periodic reports and requests of the online betting industry.

Dermer added, "What was estimated for an engineer to hand-code in two weeks can now be done in four hours with Talend. We can now move faster and have better visibility into our business. Additionally, with Talend, we can work better with the regulators. When they see how responsive you are, how compliant you are, it gives them confidence in your business."

"It's critical for data systems to maintain reliability and trust, especially in the cloud- and digital-first systems, not to mention when you are managing significant sums of money," said Ciaran Dynes, SVP of Products, Talend. "PointsBet is using data to quickly respond to dynamic requests internally and externally. We're proud to support the company as it grows and expands into new markets."

Additional information on how PointsBet is using Talend can be found [here](#). For more information on other innovative customer use cases and Talend's entire portfolio of solutions, visit [www.talend.com](http://www.talend.com).

Like this story? Tweet this: .@Talend helps [@PointsBet\\_AU](#) leverage trusted data to maintain compliant customer experiences. Read the story <https://bit.ly/2AVUTlh>

### About Talend

Talend (Nasdaq: [TLND](#)), a leader in cloud integration solutions, puts more of the right data to work for your business, faster. Talend Cloud delivers a single platform for simple and complex data integration tasks across public, private, and hybrid cloud, as well as on-premises environments, and enables greater collaboration between IT and business teams. Combined with self-service solutions and hundreds of pre-built connectors from SaaS applications to cloud data warehouses, Talend allows you to cost-effectively meet the demands of ever-increasing data volumes, users, and use cases.

Almost 3,000 global enterprise customers have chosen Talend to put their data to work including GE, HP Inc., and Domino's. Talend has been recognized as a leader in its field by leading analyst firms and industry publications including Forbes, InfoWorld, and SD Times. For more information, please visit [www.talend.com](http://www.talend.com) and follow us on Twitter: @Talend.

Chris Taylor, VP of Corporate Communications  
Talend  
408 674-1238  
[ctaylor@talend.com](mailto:ctaylor@talend.com)

