

DraftKings

LEADING SPORTS ENTERTAINMENT AND GAMING COMPANY LEVERAGES PRESIDIO TO FOSTER AN INNOVATIVE, DEVELOPER-FRIENDLY AND CUSTOMER-OBSSESSED CULTURE.

The Challenge

DraftKings is a digital sports entertainment and gaming company with a savvy, forward-thinking Engineering team. People join a company like DraftKings to build cutting edge apps and engaging user experiences; in short, to follow their dreams as a developer. But even an attractive, hyper-modern brand like DraftKings must deal with underlying technical and operational impediments. For instance, those great app ideas must be operationalized within a solid, scalable foundation. That takes time and resources. Meanwhile staff members must keep an eye on cloud efficiency, especially during peak seasons. This type of “out of the spotlight” work is some of the most critical to ensuring world-class operations and the experiences our customers expect from DraftKings.



The company's technology leaders knew that to continue to lead a dynamic industry, they had to avoid distracting their talented staff with tedious cloud migration and administration tasks so they could instead deliver customer focused value. DraftKings sought a partner to augment, accelerate, and unleash the creative talents of the in-house team.

The Solution

DraftKings partnered with Presidio to achieve these aims. Presidio set out to relieve DraftKings employees from tedious care-and-feeding, enable them to refocus on cutting edge development, and take cloud cost optimization off their plate.

DraftKings took advantage of Presidio's PRISM offering, a cloud cost optimization solution which transfers all the risk of buying, selling, operationalizing, and managing Reserved Instances to Presidio. Previously DraftKings had full-time employees managing this process. PRISM not only guaranteed savings, it quickly freed up DraftKings resources to be re-tasked to product innovation and improving end customer needs.

Presidio also provided staffing and engineering capabilities to augment the DraftKings team, helping them to be more agile in attacking high priority and complex projects. This helped DraftKings scale rapidly and accelerate how it delivers digital experiences to its users. As an example, these streamlined operations now made it easier to maintain stability during critical high-capacity events like the Super Bowl, which is one of DraftKings' most important customer acquisition moments.



Presidio has accelerated development within DraftKings' two flagship applications - DraftKings Sportsbook & Casino and DraftKings Daily Fantasy Sports - while simultaneously migrating the infrastructure that supports the apps to a modernized platform.

“Presidio developers joined our native engineering teams and immediately provided development velocity that was critical to achieving our deliver timelines and quality goals,” said DraftKings CTO Zachary Maybury. “Presidio's partnership and collaborative working model have been key to our collective success and have helped us migrate and optimize operations that have made DraftKings technology platform more efficient, stable, and agile.”

Services / Technology Used

Presidio PRISM

Results / Benefits

Through the collaborative Presidio partnership, DraftKings has achieved substantial savings, higher developer productivity, and enhanced performance. DraftKings has seen year-over-year stability improvements and a reduction in incidents, resulting in cleaner and more predictable operations.

Presidio's support has allowed DraftKings to refocus internal investment in ML-driven sports intelligence and efficiency, further differentiating the company in the market and improving customer satisfaction. The money and time saved with PRISM has empowered these types of reinvestments in the business. It's also allowed DraftKings to reclaim multiple full-time employees who were manually tracking and managing Reserved Instances rather than realizing their dreams.

Through its partnership with Presidio, DraftKings continues to redefine the boundaries of technological innovation, setting new standards for customer experience and operational excellence. Additionally, DraftKings' focus on innovation, such as its machine learning initiatives, highlights its commitment to staying ahead in the competitive sports entertainment industry.

About Presidio

Presidio is a Global Digital Services And Solutions Provider accelerating business transformation by modernizing and securing our clients information technology.

For more information on how we connect IT of today to IT of tomorrow, visit [presidio.com](https://www.presidio.com)
