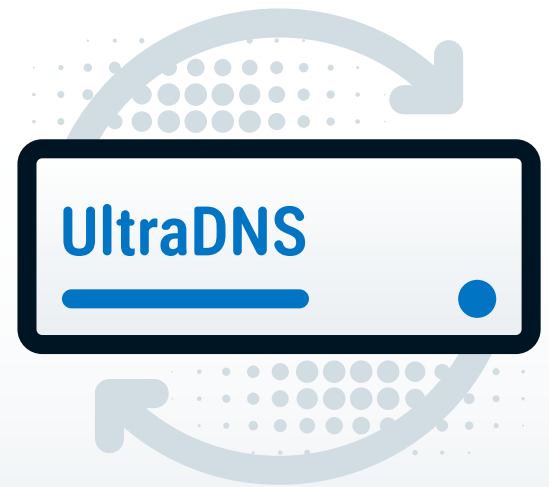




Playtech leverages DigiCert® UltraDNS to ensure continuity of game play



Playtech is one of the gambling industry's leading platform, content, and services providers. The company has utilized DigiCert UltraDNS to support a seamless digital experience and continuity of access to its best-of-breed products and services.

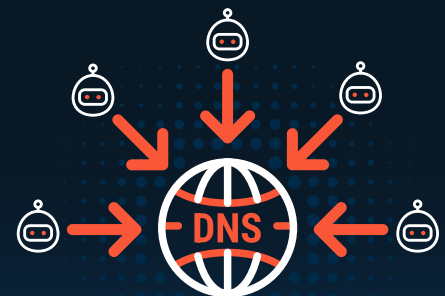
× The challenge

Playtech provides gambling operators with a one-stop shop gaming experience, offering high-performing content and seamless gameplay. With offices in 20 countries, global licensees numbering 180 (and counting), and a presence in 40 regulated jurisdictions, the innovative company is acutely aware of the importance of safeguarding data—of players, licensees, and employees—which is critical to maintain reputation and trust.

As the global technological environment evolves, so do cyber and physical security threats. The financial activity generated from the gaming and betting industry makes it an attractive target for malicious actors.

Research indicates that online attacks on gaming companies jumped **260 percent** in the first quarter of 2022 relative to the previous quarter, and 99 percent of attacks are generated by bots rather than humans.

The sheer volume of nefarious bot activity can overwhelm organizations. For instance, persistent DNS attacks can block or slow access to a website, threaten customer data, or fully hijack an organization's domain.



Like countless other companies managing growth and expansion globally, Playtech is constantly striving to utilize improved technologies, processes, and skills to address these challenges and to maintain its seamless, flexible, and always-on to address any threats without introducing latencies that could disrupt game play and detract from the user experience.

The solution

Playtech's success is largely attributed to its unrelenting focus on the continual development of best-of-breed gaming products and content as well as the strength of its partnerships. By enlisting Vercara, a DigiCert Company, to manage DNS security through its UltraDNS service, Playtech has been able to maintain that focus while remaining confident in the integrity of the solutions it offers.

The UltraDNS service delivers advanced capabilities while ensuring that every DNS transaction is completed safely, accurately, and nearly instantaneously. For Playtech's licensee partners, such outstanding performance is critical to attracting and retaining players while driving growth.

UltraDNS integrates DDoS protection that leverages DigiCert's massive global mitigation network to ensure accessibility of Playtech's DNS service. As a purpose-built network that is optimized and scaled to manage millions of queries at any moment, UltraDNS delivers the fastest possible response to every DNS query.



DigiCert's global infrastructure incorporates service nodes around the world, enabling UltraDNS to cover major business centers and consumer markets, such as those critical to Playtech's growth strategy. Moreover, UltraDNS applies various flexible traffic management, control, and failover capabilities to monitor web assets for slowdowns and reroute traffic seamlessly. As an overprovisioned, fault-tolerant platform, UltraDNS offers significant reserve capacity to handle traffic volumes well beyond current and anticipated steady-state levels.

Finally, UltraDNS offers easily accessible, proactive management tools with an intuitive user interface. A customer can easily manage domains and records, review and update DNSSEC configurations, and perform comprehensive checks across its network to ensure proper configuration.

The Results

Since adopting DigiCert UltraDNS solution in 2004, Playtech has been able to deliver a smooth, continuity of service to its partners.

As Playtech pursues its vision of delivering an innovative, safe, and fair entertainment experience, the UltraDNS solution continues to secure online interactions.