

Projects to Investment Themes

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Sports Betting and Trading

Ladbrokes

4 releases a year to:



90+ a week in 15 years

LITTLEWOODS

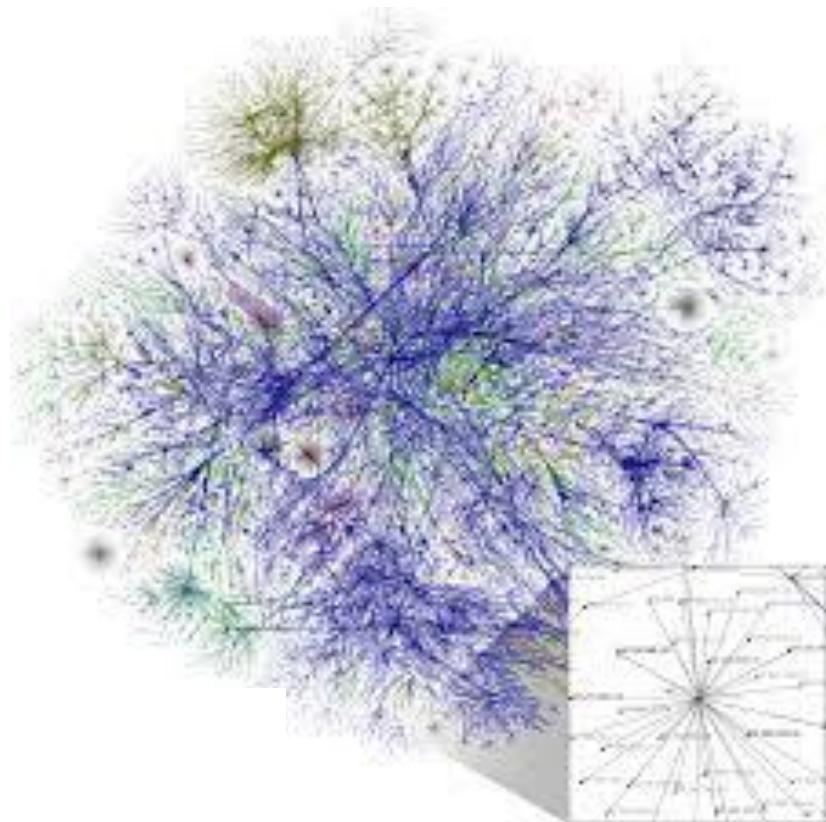


sportech PLC

BUZZ SPORTS®

sky BET

The SkyBet way

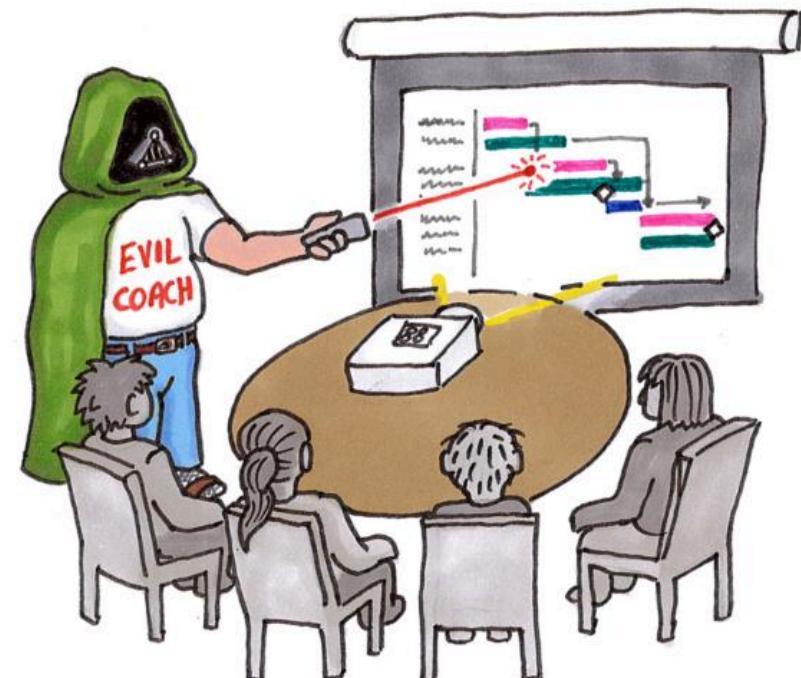


Projects drive the wrong behaviour

- They look at end dates and costs as success
- Who owns the software when it finishes?
- Where is the incentive to build quality?
- Service Transition is viewed as a one-time gate



Every try to stop a project?



**WORKED FINE IN
DEV**

OPS PROBLEM NOW



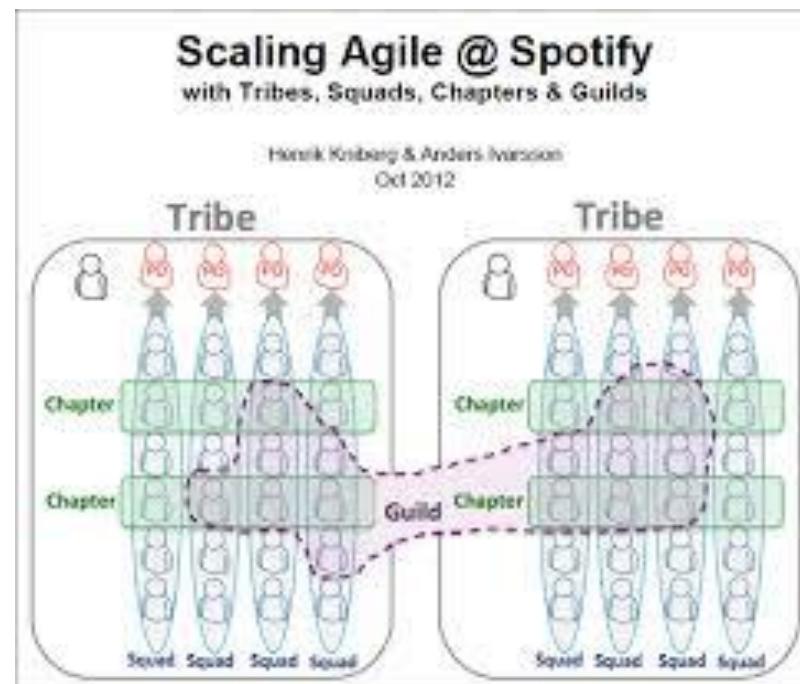
Passionate about the development of teams that create amazing software products



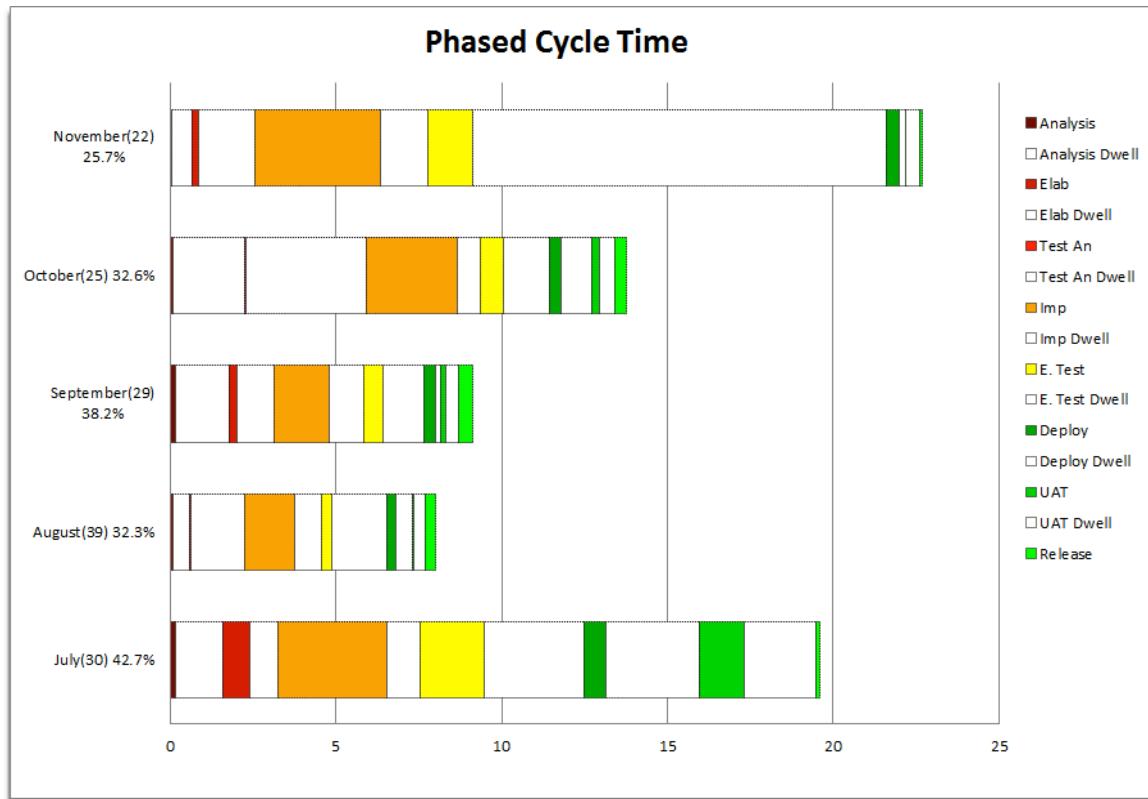
Bet Tracker/Cash Out

How did we start to move away?

1. Understand your circle of influence
2. Started with a single squad/team
3. Create a stable / consistent team
4. Empower that squad/team to have full responsibility
5. Start recording data & metrics



Focus is on keeping the work busy not people busy

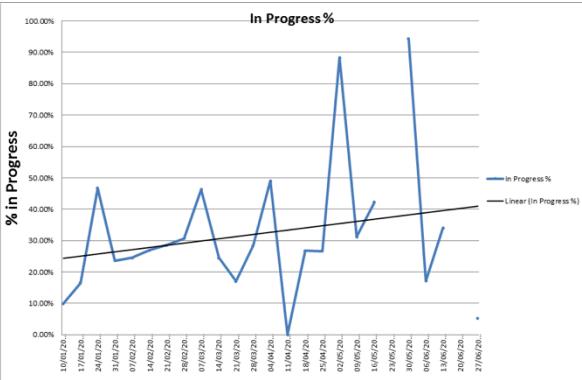


Data and statistics

Examples from single Squad in one Tribe over a 6 month period

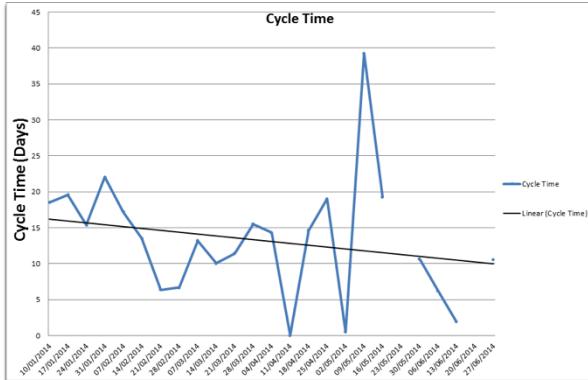
Percentage of time the work is in progress:

25% to 41%



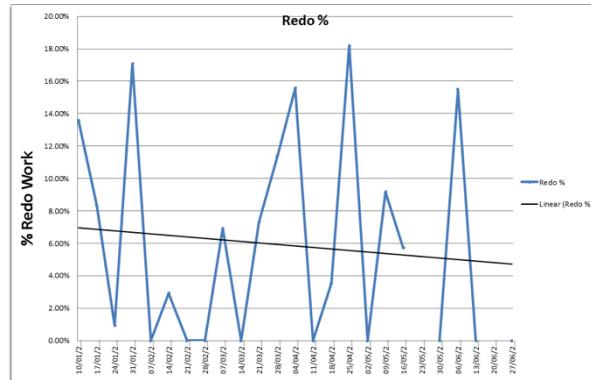
Mean time to market for individual work tickets:

17 days to 10 days



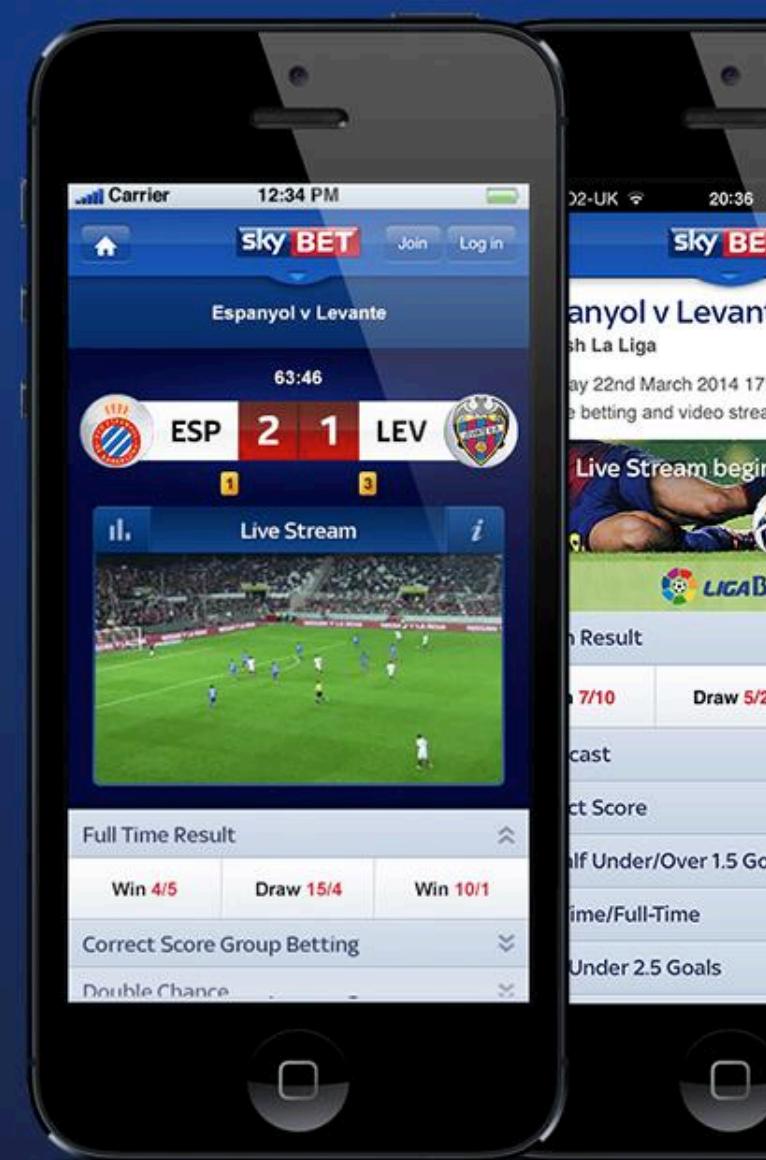
Percentage of time the work moves backward:

7% to 5%





So let's do this on a
bigger scale - circle
of influence is bigger
now



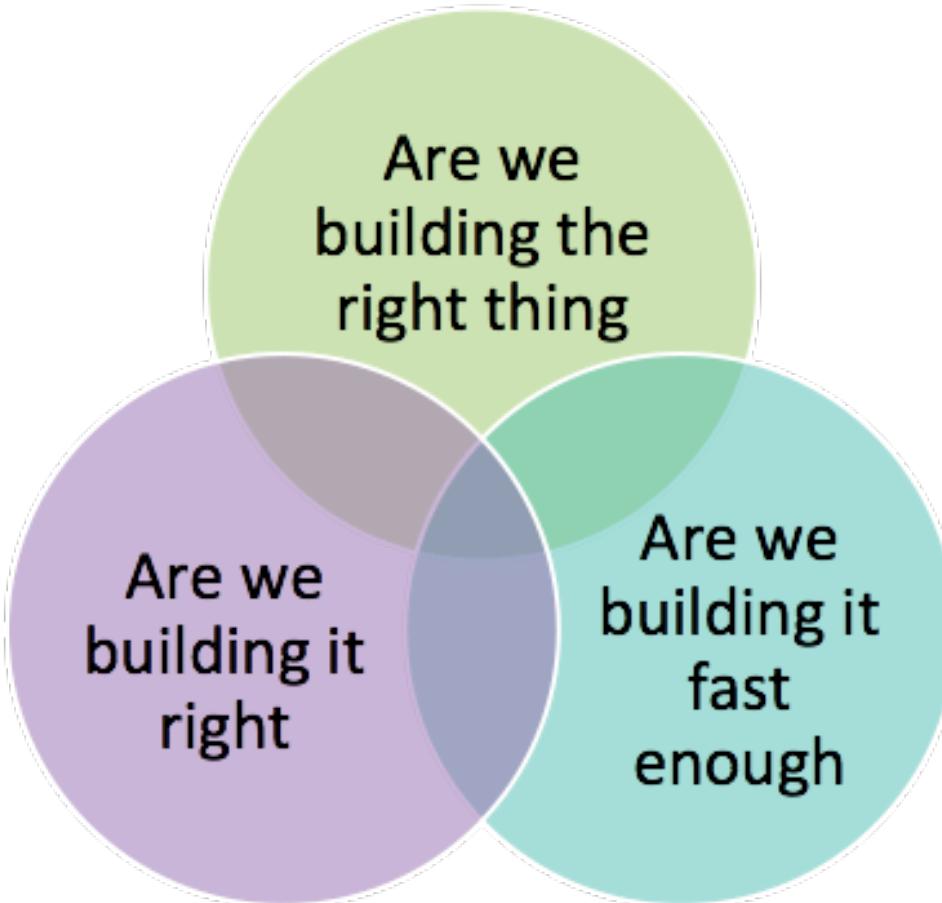
Project teams to feature teams



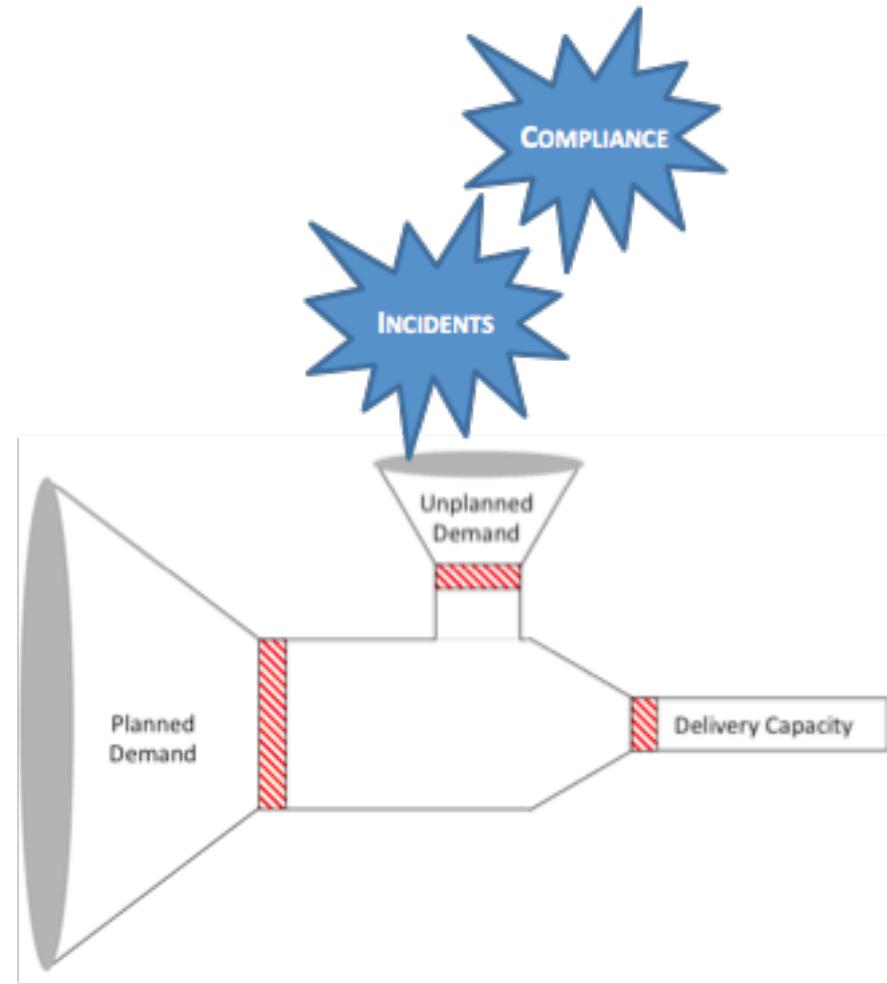
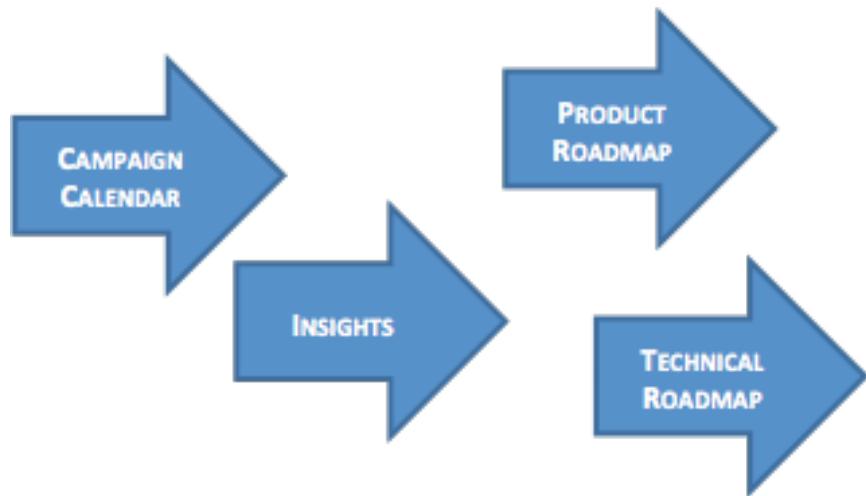
- Promotions
- Discovery
- Transaction
- Tracking
- In-Play

1. Focused around the Customer Experience
2. Realise there is no PERFECT setup
3. Empower that squad/team to have full responsibility
4. Start recording data & metrics
5. Establish new value based framework

New Value Based Framework



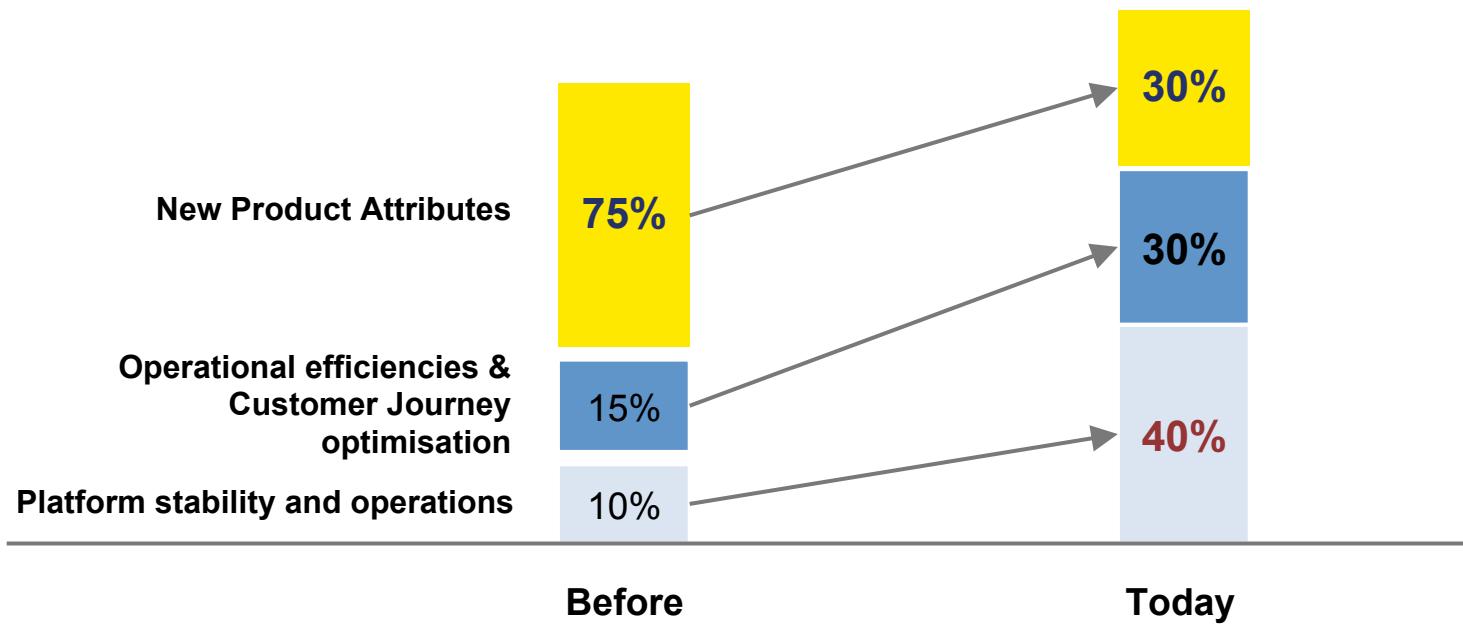
Funnel Flow: Classes of Service



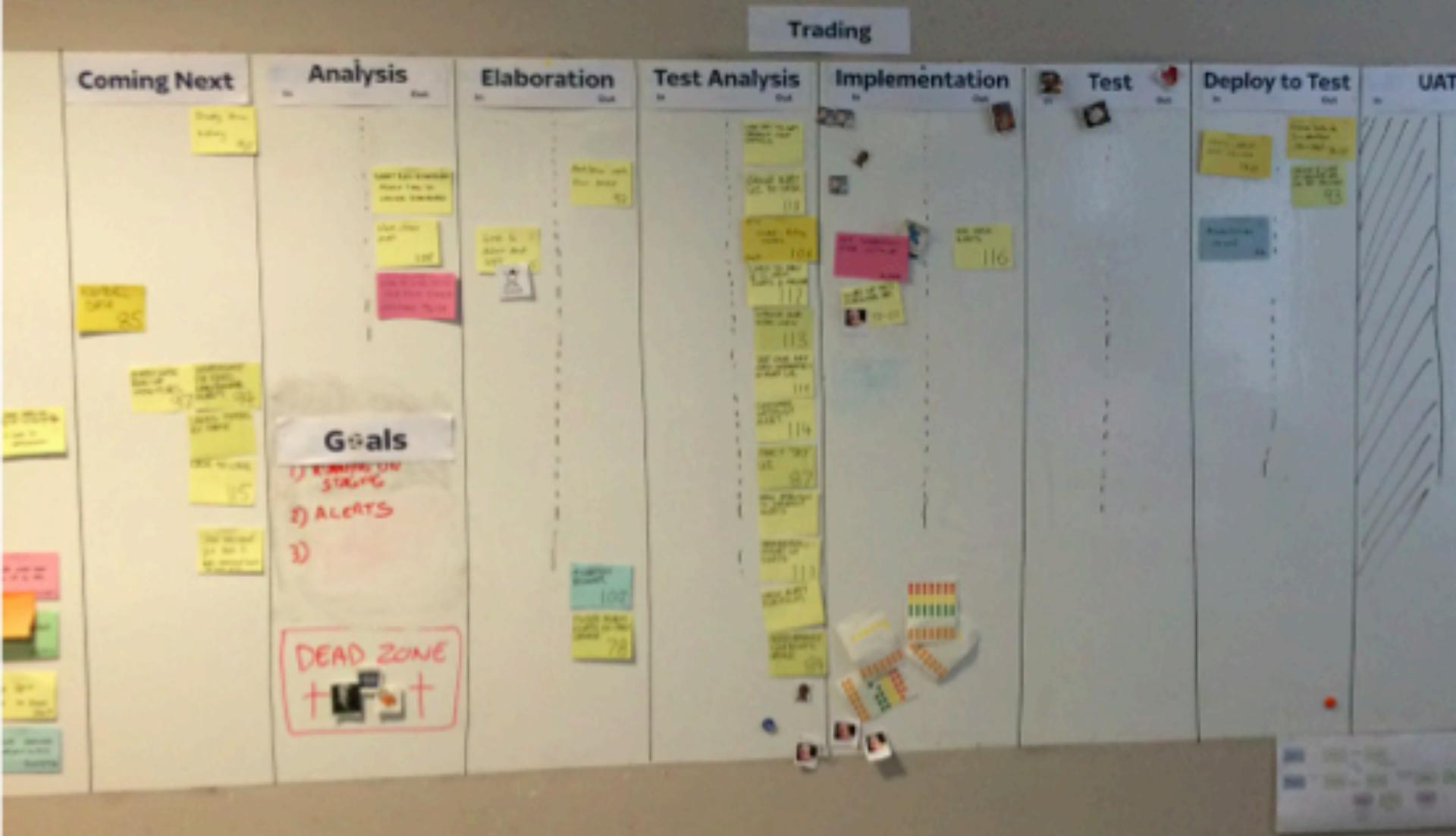
Portfolio Investment Themes

Technology Spend

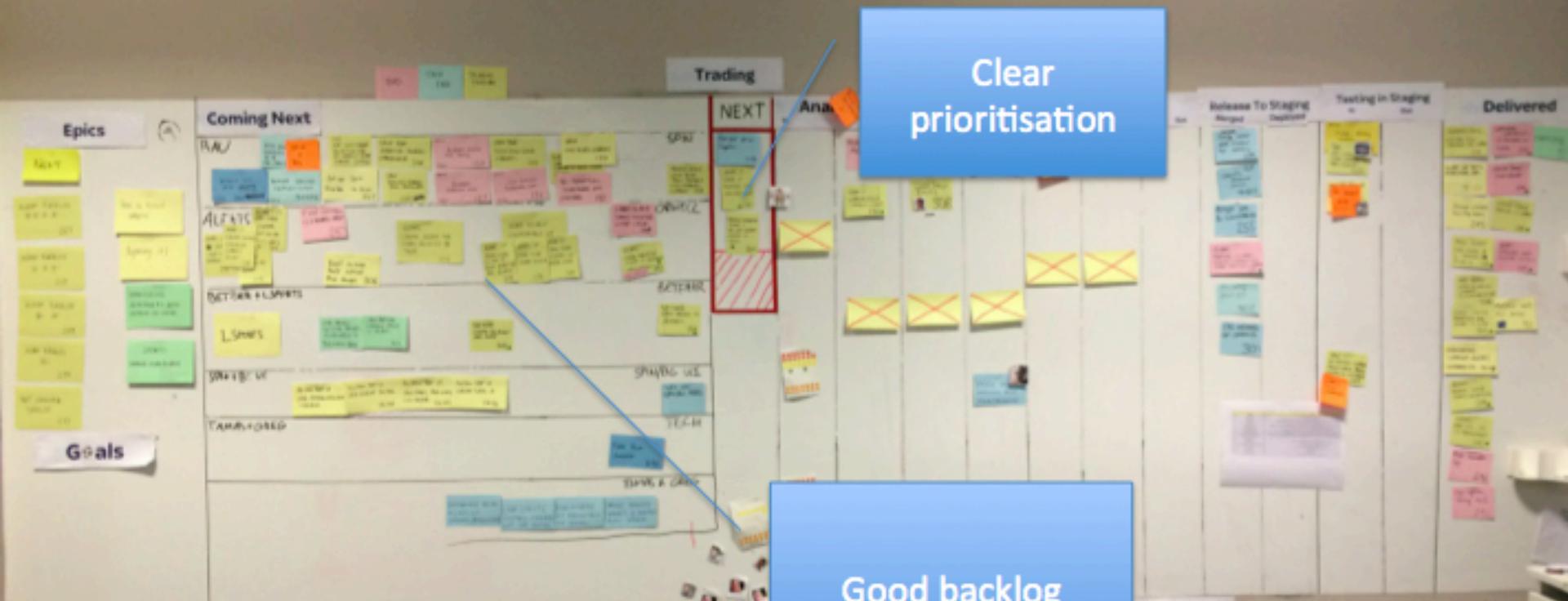
Getting a balanced investment within Tribe



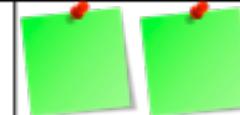
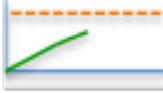
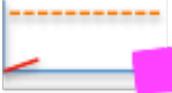
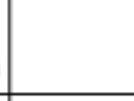
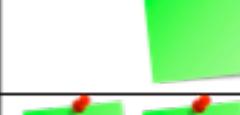
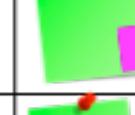
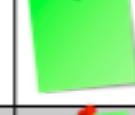
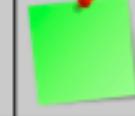
Squad board - before



Squad board - after



Programme Investment Themes

Squads - Value Streams		Backlog	Next	Team	Investment	Output	Validation
3rd parties	Squad 1			MY Squad CRM P&P OPS			
	Squad 2			Squad			
	Squad 3			Squad			
	Squad 4			Squad			
	Squad 5			Squad			
	Squad 6			Squad			

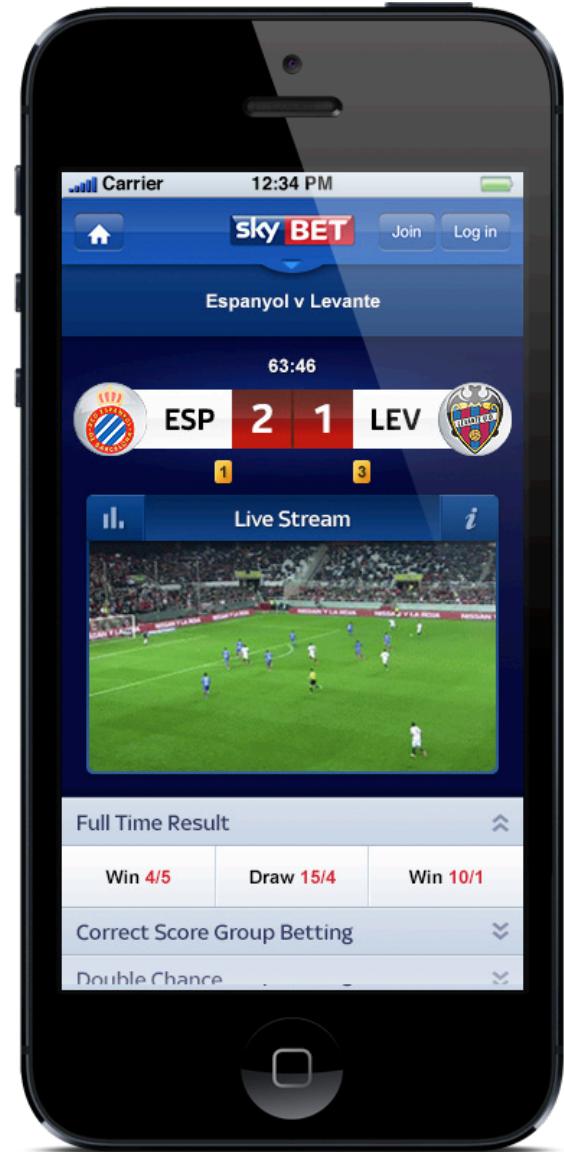
Work Investment Themes

1. Create problem statement
2. Hypothesis
3. Goals
4. Staged investment model

What is the total cost?



So what's next for Sports Betting and Trading at SkyBet?



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SkyBet we're hiring!



sky BET

sky POKER

sky VEGAS

sky BINGO

Do you think you can work with the best?