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# WHAT OUR CUSTOMERS ARE SAYING

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satisfaction professional security  
customised experience data centre  
leaders data services hosting  
cloud services sophisticated  
experience value leading  
flexible attention talent rapid  
courteous commitment service  
value provide invaluable discretion  
knowledge professional efficiency  
security customised experience  
trustworthiness leaders international  
cloud services personalised talent

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# Interwetten chooses **BMIT** for best-in-class service and support.



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## The Company

With a long-standing history and an instantly recognisable name, Interwetten is one of the most established online gaming firms on the market.



The company celebrates its 22nd anniversary this year, so it's fair to say that Interwetten is not only one of the leading operators of online gaming in Europe, but also one of the earliest ground-breaking pioneers of online gaming. Interwetten was online with their sports betting programme even before Google went online. In those rather distant days, the internet was still a new and somehow mysterious medium, explains Interwetten's chief of operations Dr Birgit Bosch. Needless to say, Interwetten threw its weight behind it and had soon conquered the internet.

## Interwetten Today

Today, Interwetten stands for a vast, highly specified offering of online mainbook and live sports-bets as well as exciting casino games. The company is also famous for its consistently high level of customer service and customer protection. Interwetten is a very lean company with flat hierarchies and a casual atmosphere, but its teams are extremely professional, fast and powerful thanks to intentionally short communication channels. Traditionally, Interwetten cares – not only for its employees, but also for numerous other social projects. In the past, Interwetten has sponsored Amnesty International as well as the "Sittings Bulls" – a basketball team of players confined to wheelchairs. Currently, the company is promoting the HeartBeat Foundation, dedicated to putting an end to sudden cardiac arrest in sports. Interwetten is also a founding member of the non-profit organization European Gaming & Betting Association (EGBA) and a member of the European Sports Security Association (ESSA).

## Why BMIT?

Interwetten's commitment to excellence extends throughout their business, including their website [www.interwetten.com](http://www.interwetten.com) and nationally licensed sites such as [www.interwetten.it](http://www.interwetten.it) and [www.interwetten.es](http://www.interwetten.es). As an online gaming firm, the Interwetten site is the online face of the business, and it must be as solid and dependable as their products are. 24/7 availability becomes absolutely mission critical and with huge spikes in web traffic according to key sporting events, a strong, trusted partner was sought to ease the pressure and ensure always-on availability.

## “ Dr. Birgit Bosch

BMIT always seeks to provide the highest level of service expected at this level of operation, in a rapid, courteous and helpful manner right away.

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## Why BMIT?

Dr. Birgit Bosch explained that Interwetten were looking for a reliable partner with the required professional know-how and technical infrastructure.

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This partner had to be mature and trustworthy enough to guarantee that our site will not be offline at any moment in time and also could warrant that the site will load as fast as if it were located next to the customer's residence. This already was a tall order, however we also wanted a partner who would match the excellence that we are striving for in order to achieve 150% customer satisfaction!

Additionally, we expected state-of the art technology, professionalism, excellent service and the shortest possible response times for trouble-shooting on a 24x7 basis because this is how we work!

Thankfully, we found all this at BMIT. Moreover, they faced each of the challenges we presented them with great enthusiasm and professionalism - which is a credit to BMIT and the individual team members.

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## Second To None Colocation

Interwetten chose BMIT's suite of colocation services with the clear objective of having a robust yet flexible online operation, with dedicated connectivity to the internet via multiple carriers. Completely online firms such as Interwetten need the highest levels of quality and service while also standing to benefit from the associated better value and lower costs.

Dependability is key in this sensitive area and BMIT's state-of-the-art and constantly monitored data centre with multiple redundancies in all systems, was also a factor that came into play here.

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Great enthusiasm and professionalism - a credit to BMIT and the individual team members.

## The Challenge at hand

Working hand in hand, technical staff from both Interwetten and BMIT designed and implemented Interwetten's colocation, connectivity and support requirements for Interwetten to go online and maintain consistent performance. BMIT's team addressed these requirements by tapping into their many years of experience in this field, providing input in all stages of implementation while taking on board the invaluable knowledge the Interwetten personnel brought to the table. The BMIT team was, according to Dr Bosch, "always ready and able to walk that famous extra mile for us."

"The process of getting to where we are now has been very smooth thanks to the can-do attitude of both teams involved.

The resulting system of colocation is very robust and scales rapidly to Interwetten's needs whilst bearing stringent data security requirements in mind and reducing the total cost of ownership to Interwetten."

## What has BMIT brought to the table?

The key benefits and gains that Interwetten's continuing relationship with BMIT has brought to their business are spurred on by the primary motivator, that of BMIT having always fulfilled Interwetten's requirements as they arise, which is sometimes not an easy task to achieve and keep up. "Additionally, BMIT always seeks to provide the highest level of service expected at this level of operation, in a rapid, courteous and helpful manner right away" commented Dr Bosch.

Such response is possible through BMIT's commitment to always be close by, to respond to any question in the shortest time possible, have knowledgeable and performance oriented personnel at all levels and to execute any tasks with no mishaps and not to take shortcuts. In other words it is the company's C-360\* commitment to put the customer at the centre of all processes and actions.

Of course, BMIT's technical know-how and ability to offer personalised services and attention are entirely essential to Interwetten's business, which is absolutely and completely technology-driven.



Without a proper data centre partner, there is no business...  
Thankfully, we found all this at BMIT.

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For more information about  
what we do, and how we  
may help you, contact us:

[sales@bmit.com.mt](mailto:sales@bmit.com.mt)

or visit

[www.bmit.com.mt](http://www.bmit.com.mt)

### About BMIT

BMIT is Malta's leading Data Centre, Cloud and Managed Services provider. A trusted international data centre with a varied portfolio of customers in sophisticated industries such as online gaming, financial services and telecommunications. BMIT is a secure and trustworthy company to many companies of differing sizes, all of whom value BMIT's efficiency, experience, discretion and trustworthiness.

The company's services are supported by a highly-specialised team of dedicated professionals, all of whom consider complete customer satisfaction to be one of their core priorities.

BMIT is ISO 27001 and PCI DSS certified, ensuring complete peace of mind in terms of information security compliance.

As regional leaders in the areas of IT, data centre services, hosting and cloud services, BMIT hires only the best and brightest talents in the country to provide flexible, highly customised services around the clock to a wide range of companies.

### About Dr Birgit Bosch

Dr Bosch chief operations officer at Interwetten Gaming Ltd, was born in 1966 in Treuchtlingen, Germany. She has been a resident of Malta since 1999. Dr Bosch holds a degree in Sociology, Psychology and Political Science from the University of Augsburg, and as of 1996, a Doctorate Degree in Sociology centering on "Intercultural Communication".

Dr. Birgit Bosch has been responsible for the business operations of the Interwetten group in Malta since 2007 with a strong focus on licensing in European markets and compliance with the standards of various jurisdictions.

Dr Bosch is also a Board Member of the Malta Remote Gaming Council (MRGC).



#### \* BMIT c-360

The objective of the BMIT c-360 commitment is to cement a culture in which customer experience is the primary focus across BMIT. The first deliverable of BMIT C-360 involved the implementation of a CRM system to support all the operational processes of the organisation, so as to ensure full alignment of customer engagement across the company. To complement this, various internal changes to roles and processes were also implemented as well as on going comprehensive staff development programmes so as to enhance the level of service to customers.