6 QUESTIONS
SPORTS BETTING COMPANIES
NEED TO ASK
WHEN LOOKING FOR
A SOFTWARE ENGINEER PARTNER
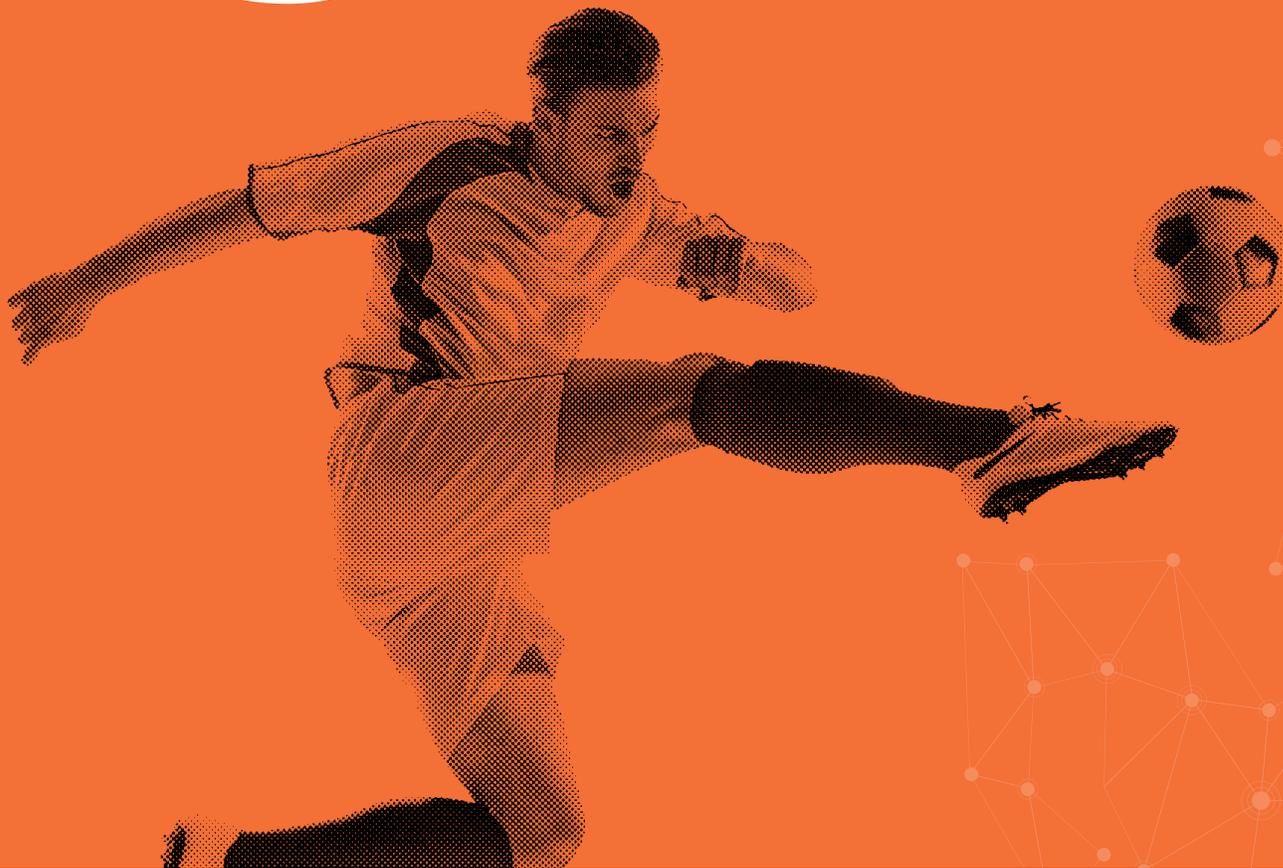
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INTRODUCTION

More than ever, sports betting companies are delivering more customer value through sports betting technology and digital experiences. As a result, these same companies are realizing they need a software engineering partner in order to prevent poor user engagement (due to challenges, such as navigation issues, payment delays, and recurring technical issues) and in order to grow in terms of size and scale, as well as product / service / feature offerings. Outsourcing may seem like the obvious solution, but there's actually a significant difference between traditional outsourcing vendors and today's software engineering partners.

"Outsourcing" typically means throwing a business problem over a wall and then receiving a solution some time later. It's a straightforward business transaction that requires very little collaboration between client and vendor. While there are definitely still situations where this approach makes sense — and vendors who can provide this type of service — we at GlobalLogic do not advise traditional outsourcing for developing revenue-driving software products, such as an online sports betting app. You'll find much more value (and innovation) working hand-in-hand with a knowledgeable technology partner.

In this e-guide, we'll assume that you are in fact looking for a software engineering partner. More importantly, we'll provide you with best practices for selecting the right software engineering partner and ensuring that your partnership succeeds.

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Why do I need a software engineering partner?

Though we're discussing questions you should ask prospective software engineering partners, you must first understand why you need a partner. Different partners have different strengths and ways of working with clients, so it's important for a business to truly understand its own vision, capabilities, and maturity. In our own 20+ years of experience as a software engineering partner, we have found that most clients partner because they face one or more of the following challenges.

01

Do you have the right skills?

You want to build a new sports betting product or service, but it requires niche skills that you can't access locally. You want to leverage the sports betting technology and expertise of a partner that understands innovation in your own market.

02

You have the skills, but not the scale.

Even the most tech-savvy companies will lose revenue and market share if they can't continuously deliver better features to more people faster. You need a partner who can help you quickly ramp up your engineering operations through established teams, processes, infrastructure, etc.

03

You need to transform your business.

We often work with traditional businesses who are on the cusp of digital transformation but don't yet have the processes, infrastructure, or mindset to drive the changes required to digitally transform. In this scenario, you're looking for a partner who can help you reorganize your business in addition to doing the actual "heavy lifting" technology work.

04

You need to do more for less.

We'd be remiss if we didn't mention cost savings as a reason to partner. Budgets are tight for many companies right now, so partnering with a software engineering services provider can often help you achieve more results for the same amount of investment.

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Will you, as our software engineering partner, take time to know us?

Now that you understand the reasons you want a partner, you need to find out more about your potential partner. The first question you should ask is, Do you take time to understand the culture, executive buy-in, and processes of the organizations that hire you?

A partner must understand the future goals of your organization. They must confirm that the organization's executive team has signed off on the partnership – or not. Success rests on the 100% support of the partnership by the executive team. They must also clearly understand the sports betting market, where it's going and how your organization will (or want to) fit into that evolution, including identifying your maturity parameters by asking specific questions – questions you should be able to answer regarding:

- **Product Maturity**
  Do you have a successful, repeatable development process? Are you predictably releasing high-quality products? How often do you have production problems? Are your processes automated? How's your customer satisfaction?

- **Organization Maturity**
  Does your leadership have a solid vision and strategy? Do you have the support and resources to engage with a partner? Do you have the metrics to measure success?

- **Partnership Maturity**
  Do you have the people, processes, technologies, and infrastructure in place to collaborate with a third-party partner?

Most companies we work with are able to self-assess, but maybe not in a specific area. This is especially true for companies who are emerging onto the digital scene. Much like the adage, "You don't know what you don't know," a business may have a general idea of where they want to go but not the knowledge of how to get there. In this scenario, it's crucial that you choose an advisor that not only asks if you know your maturity parameters but is also able to help you clarify your goals and identify the specific steps to achieve them.

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Can you, as our software engineering partner, help us innovate in the cloud?

As we noted earlier, different software engineering partners have different strengths. For example, if you want to industrialize your current processes or optimize a platform for third-party systems, you should partner with a provider who specializes in IT services. These types of partners are your more traditional "outsourcers" who will execute on your specific guidelines, manage repetitive tasks, or maintain your current systems.

However, if you need help digitally transforming your business by innovating a product line that harnesses the power of the **cloud**, such as an online sports betting app with standard-setting sports betting UI and sports betting UX, then you need a very different type of partner. GlobalLogic falls into this second category, wherein we create distributed teams that blend seamlessly with our clients' teams in order to provide high-level innovation and end-to-end engineering services. Cloud and DevOps is the largest practice within GlobalLogic, with 4000+ global engineers working across various solutions and platforms. We are certified partners to the large hyperscalers – AWS, GCP, and MS Azure – and can provide unbiased, vendor agnostic solutions to our customers based on their unique needs.

We refer to this more as "partnered insourcing" rather than outsourcing. As you seek an advisor to guide you through the software engineering and IT service provider landscape and narrow down your options, knowing if they can innovate in the cloud is crucial. Additionally, some other questions to ask include:

- How are you different from your competitors?
- What are your core competencies?
- How much attention can you provide me?
- Have you previously done what I want to do?
- Have you worked with someone like me before?
- Do you have case studies / customer references?
- Do you have experiential learnings that can be applied to my unique situation?

More importantly, though, your potential partner should be asking you questions. If a partner blindly agrees to everything you ask for, or if they promise you 100 Java engineers for the lowest cost — that's a red flag. A good partner will ask you why you want those 100 Java engineers, and they will even challenge you if they don't think it's a good approach. Even if you simply want to partner with an IT outsourcing vendor to collaborate on a short-term project, you should be open to (and value) a partner who demonstrates the ability to say, "No."

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Can your platform take me into the future?

It's critical that you determine if a potential software engineering partner is capable of helping you provide value to your customers today and in the future. They must be able to help you design and develop a sports betting product or service that evolves with business trends and customer expectations while establishing growth, maintaining security, and remaining compliant. In fact, these latter three topics should be clearly addressed before moving forward. Why? Having the capacity to scale your online sports betting app and ensuring that your customer data is safe, and that your business is compliant with ever-changing regulations, will put you on schedule to become a major player in the sports betting industry.

Becoming a major player requires hard work, engineering expertise, and sophisticated sports betting technology. Your software engineering partner should provide a platform that rests on innovate architecture with essential front-and-back-office features, including third-party betting providers integration capabilities, a payment gateway, analytics services, an external anti-fraud sports betting compliance provider, an internal anti-fraud analysis module, and more.

GlobalLogic's Betting Platform Reference Architecture provides all of these features and more, providing our media and entertainment (M&E) customers with a lawful operating product that gives their users a personalized and secure experience.

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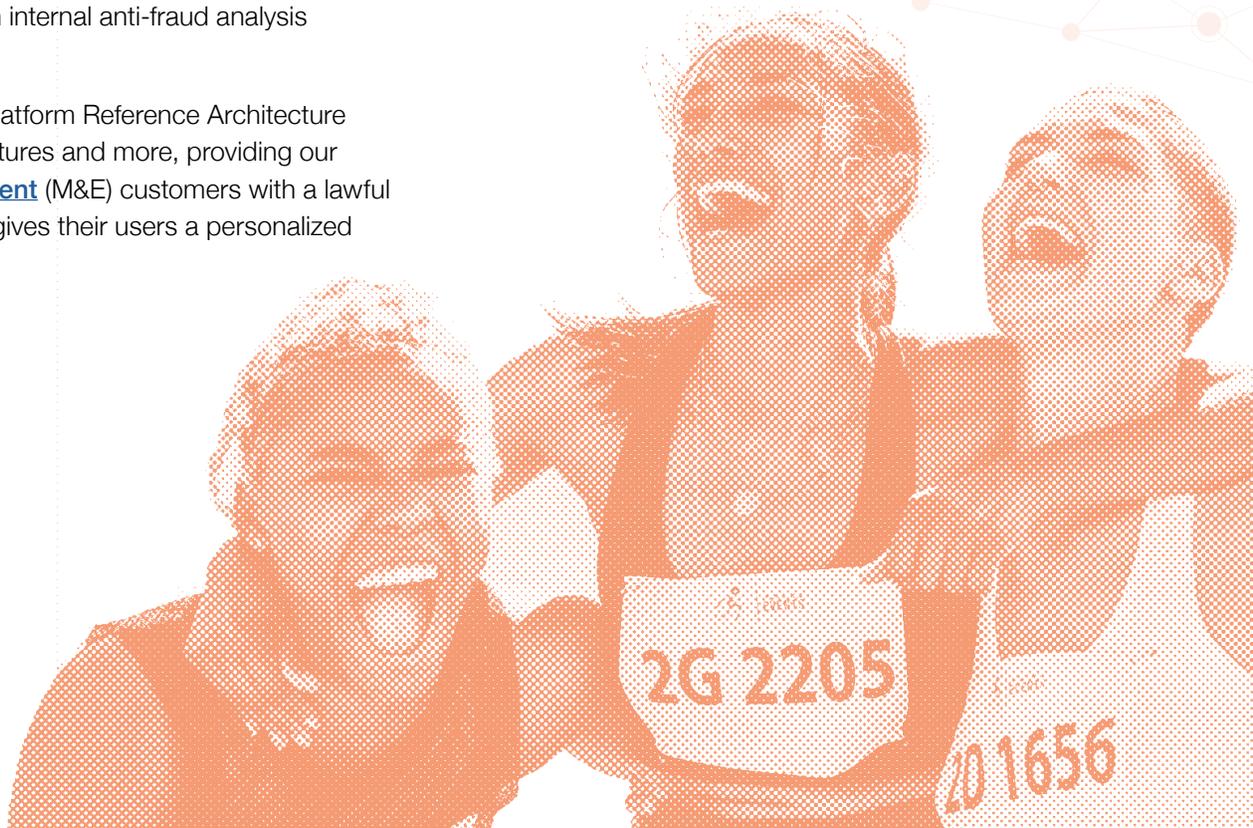
Where are you located?

You've heard the terms "onshore, nearshore, offshore," but does it really matter where your extended software engineering team is located? The simple answer is no, but let's expand.

Some companies do have a very strong reason for wanting their partner team to be located in a specific location or time zone, such as customer support, location-specific markets, or even a long-term strategy to establish teams in major technology hubs. But for most companies, they simply need access to specific skills. In this scenario, it really doesn't matter where those skills are located — as long as you have the right processes in place for distributed engineering. We call this mindset "rightshoring."

What really matters is establishing solid processes and tools for distributed collaboration. For example, GlobalLogic has developed an entire science around building distributed engineering labs, which includes parameters and tools such as:

- **KPIs, SLAs, and other metrics to measure the progress of a client's lab**
- **Communication and documentation tools like Jira, Confluence, Wiki, SharePoint**
- **SDLC best practices, Agile and Scrum processes, Scaled Agile Framework (SAFe)**
- **Escalation processes, aligned organization structures, partnership owners**

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Can you, as our software engineering partner, assist us with our team integration plan?

You already know that you'll need to set up the right processes, infrastructures, and technologies for distributed engineering before bringing your partner on-board. We won't go into detail about these requirements because the partner you select will likely be able to provide you with—or at least advise you on—everything you'll need. Instead, let's talk about team integration.

One of the biggest challenges of bringing in a software engineering partner that many companies don't think about is the people aspect. We often experience push-back from a customer's in-house teams who may feel threatened about working with an "outside" partner. They may be resistant to the change or even actively undermine the partnership. While you will need to have a communications and collaboration process in place before working with your selected partner as a way to bypass significant cultural challenges, your partner should be on board.

Below are three crucial lessons that we've learned over the years to smoothly integrate our teams with our client's teams.

01

Start planning at the contract level.

Many contracts are structured in a standard vendor-client format, which creates unequal footing at the very beginning of the partnership. Where you can, format your contracts to read more like a true partnership, with team incentives, MBOs, and other metrics of success that put your internal and partner teams on equal terms. In our own client partnerships, we operate under a "shared burden, shared success" mentality.

02

Be transparent with your internal team.

Be upfront and direct about bringing in a partner and create a plan to win over your internal teams. Assure your teams that they are still very much valued; tell them exactly what to expect of the new partnership; and explain specifically how a partner will benefit both the company and them personally. A well-thought-out communications plan is just as important as your technology or process plans, and your partner should play a part in this transparency.

03

Integrate your teams immediately.

To further cement a "one team" mentality, create a common organization chart and make sure that your internal and partner HR teams are talking to each other regularly. Identify a partnership champion on both your end and the partner's end and create "partnership ambassadors" among both teams by sending members to work at each other's engineering centers for a few weeks. Video chat is a great tool for real-time collaboration, but nothing compares to creating relationships in a face-to-face environment (excluding COVID precautions, of course).

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CONCLUSION
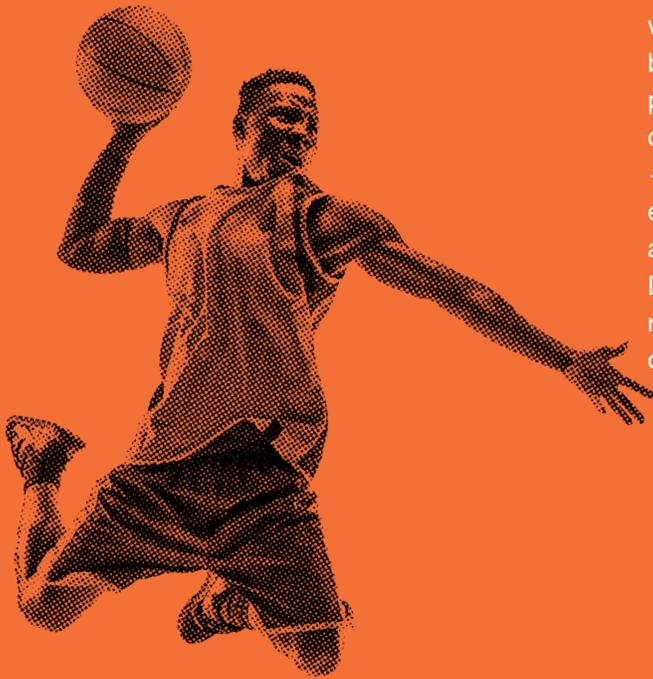
Finding the ideal software engineering partner can be daunting, but with the right strategies and the ability to ask questions, as well as to self-assess, it can lead to enormous benefits. Beyond black and white metrics like ROI, partnering with a software product engineering company can provide you with a unique outside perspective that leads to surprising new innovations — and new and expanded revenue streams! We hope this e-guide has provided you with a valuable blueprint for selecting a software engineering partner for your sports betting needs. Download our complimentary Gaming Value Book and additional resources to learn more. For any questions, please reach out to our experts at info@globallogic.com.

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GlobalLogic is a leader in digital engineering. We help brands across the globe design and build innovative products, platforms, and digital experiences for the modern world.

By integrating experience design, complex engineering, and data expertise—we help our clients imagine what's possible, and accelerate their transition into tomorrow's digital businesses.

Headquartered in Silicon Valley, GlobalLogic operates design studios and engineering centers around the world, extending our deep expertise to customers in the automotive, communications, financial services, healthcare and life sciences, manufacturing, media and entertainment, semiconductor, and technology industries.

GlobalLogic is a Hitachi Group Company operating under Hitachi, Ltd. (TSE: 6501) which contributes to a sustainable society with a higher quality of life by driving innovation through data and technology as the Social Innovation Business.

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