



France Galop uses GT Software's Business Performance Solution to launch a new racing website for easier betting and greater access to information

Established on May 3, 1995, following the merger of Société d'Encouragement, Steeple-Chases de France, Société de Sport de France and Société Sportive d'Encouragement, Paris flat and jump racing organizer, France Galop has been a dominant force promoting horse racing throughout France. The company creates and implements official racing code, issues permits for racing, training and riding, approves programs, creates horse-racing calendars, and manages six race courses and three training centers.

With such widespread recognition in the horse-racing industry in France, France Galop wanted to create a more user-friendly website for professional brokers and visitors, specifically in terms of service automation and customer access. In addition, France Galop wanted to make it more accessible for participants to place bets by extending the sales channel to both web and mobile. To achieve these goals, the company understood it would need a technical behind-the-scenes approach that would transform data stored in its existing mainframes. The organization opted for a service-oriented architecture to accomplish the intensive project.

CHALLENGE

Transition leaves future of existing mainframe applications cloudy

As France Galop proceeded to update its website, it was confronted with a significant challenge—what to do with its existing mainframe applications. The company not only had to transition its previous systems into a more functional Service Oriented Architecture (SOA), it needed to do so within a tight time frame and budget.

France Galop initially hoped to find a solution that would enable all of its mainframe data—COBOL, CICS and DB2—to continue to reside on the mainframe during the implementation of the SOA. However, the business also still needed to access these data sources and applications with Web services to achieve greater operational flexibility and technical agility during the transition. Further, the company desired to maintain its current system monitoring capabilities without outsourcing these functions.

CLIENT

France Galop

INDUSTRY

Horse Racing

HQ

France

CHALLENGE

Needed to create a new website to extend the sales channel and allow greater access to information

SOLUTION

GT Software's Business Performance Solution
GT Software's Ivory® Service Architect™

“ My team was able to maintain focus on the day-to-day work priorities without having to learn a new language. Ivory Service Architect made working with the existing mainframe applications a non-intrusive and simple process. ”

-Jacki Durand, Project Manager

SOLUTION

Evolve Web services and increase business performance

France Galop called upon GT Software to provide a solution to enable the creation of a new and improved website. GT Software's Business Performance Solution, which includes Ivory® Service Architect™, was selected to help the organization create a new user experience via its website.

Following the completion of a readiness assessment, Ivory Service Architect was implemented to host more than 80 Web services and provide key functionality for the new Web portal. Ivory Service Architect transformed the company's key mainframe staff into service developers to achieve a rapid mainframe SOA deployment, making it possible to quickly and easily develop Web services to create right-sized composite business services from existing mainframe systems with little to no training or consulting.

"Prior to making any decision regarding a solution for this project, we recognized the importance of maintaining the technical and business process knowledge," commented Jacki Durand, the primary lead for the Ivory Service Architect implementation. *"This was a top priority when evaluating technology vendors."*

RESULTS

Key data and information at brokers' and customers' fingertips

With Ivory Service Architect, France Galop now publishes key Web services from multiple legacy applications, resulting in enhanced business-to-business relations with race organizers and thousands of horse owners, trainers and racers. By making more information available, customers are better educated and informed when placing bets.

Other benefits of the project included:

- Easy self-service access via web and mobile for placing bets
- Quick and easy launch of the new website
- A document library on the website, hosting more than 50 documents, containing information from general racing overviews to legal regulations
- More in-depth data regarding horse owners and trainers
- A full listing of racing awards including entry sections based on horses, owners and trainers

Durand noted that one of the major advantages of using Ivory Service Architect was the ease of implementation which condensed the time required to launch the new France Galop website. This supported the completion deadline the business initially desired.

"My team was able to maintain focus on the day-to-day work priorities without having to learn a new language. Ivory Service Architect made working with the existing mainframe applications a non-intrusive and simple process," Durand added.

With its new website in place to serve the racing industry throughout the country, France Galop is in a prime position to remain a fixture in horse racing for the foreseeable future. By offering a wealth of information that is easy to access and by making the process of placing bets quick and easy, the organization will continue to maintain high esteem in the French horse racing community.



Self-serve access to
betting via web and mobile



More in-depth data available
regarding horse owners,
trainers, and awards



New robust document
library on website



Fast launch time of
new website

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