

How bet365 Scaled Testing Operations to Support Hundreds of Weekly Releases Across Global Markets

Success Metrics

3x Improvement in tester productivity

500% Faster tests and releases

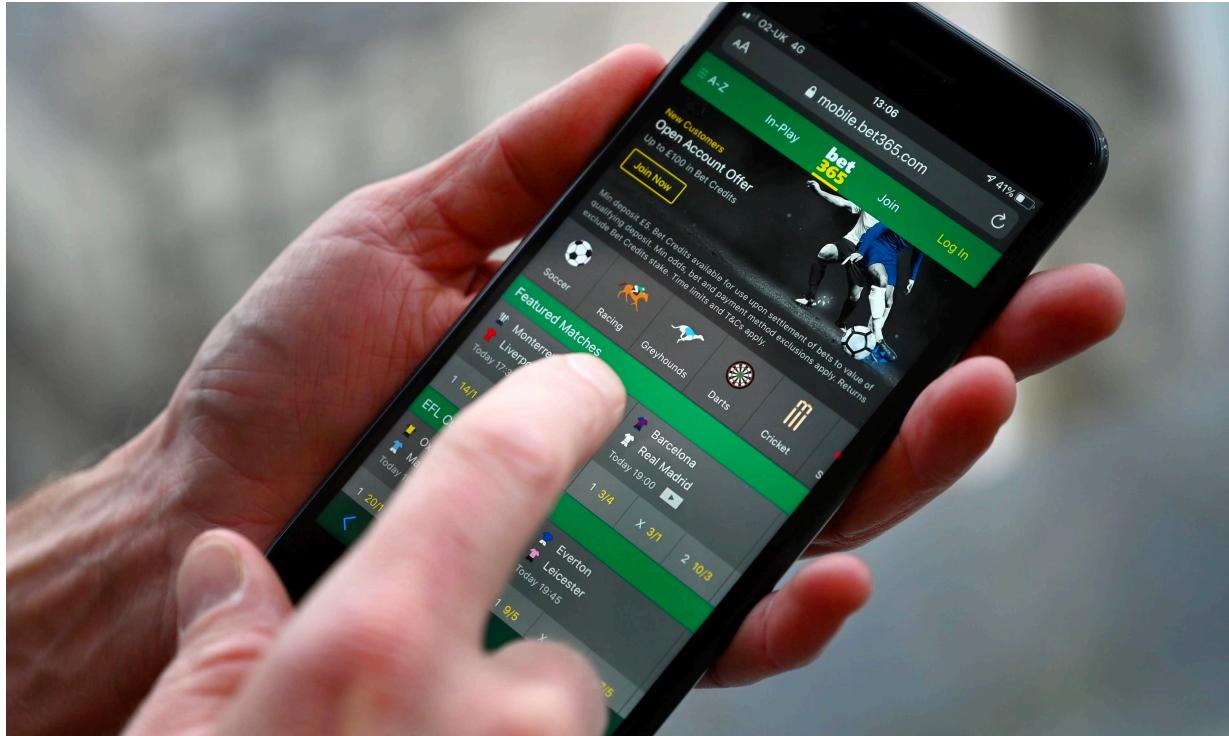
 Industry
Online sports betting,

 Location
England



Table of Contents

- 3 About bet365
- 4 Eliminating Two-Platform Fragmentation That Created Testing Bottlenecks
- 5 Solving Performance And Reliability Issues That Slowed Release Velocity
- 6 Accessing Support That Matched bet365's Operational Pace
- 6 Scaling Testing For Regulated Market Expansion
- 7 Quote
- 8 The Impact
- 9 Ready To Scale Your Testing Operations?
- 10 About TestMu AI



Company Profile

A leading British gambling company founded in 2000, offering sports betting, casino games, poker, and other gaming products to customers worldwide.

- Trusted by over 100 million customers globally, with a strong presence in 27 languages.
- Employs more than 9,000 people, revolutionizing the industry through innovation and technology.
- Processes over 6 billion HTTP requests daily and handles more than 2 million bets per hour at peak.

“TestMu AI has been really receptive to the ideas and suggestions the teams have fed in. It has expanded beyond our original use case as well. Some teams are even using the test management functions for internal applications.” – Joanna Ward, Head of Software Testing, bet365

Hillside Technology Limited, bet365's technology business continues to develop its Responsive website and Native applications to support the US market expansion. Joanna Ward, their Head of Software Testing, knew the existing setup wouldn't scale. The company was pushing hundreds of releases weekly across sports betting, casino, and gaming platforms while serving millions of customers in 150+ countries.

At a glance

Industry :

Online sports betting,

Challenge :

bet365 struggled with performance bottlenecks and inefficiencies due to using two separate testing platforms for browsers and mobile devices, hindering their ability to scale operations across global markets.

Location :

England

Key Highlight :

TestMu AI unified their testing into a single platform, eliminating fragmentation and speeding up test execution by 500%. This improved productivity, with faster releases and reliable performance across diverse devices and regions.

Solution Used :

Native App Automation
Automation Cloud
HyperExecute
Real Device
Test Manager
Private Real Device Cloud

But they were managing two separate testing platforms: one for browsers and one for mobile devices. This fragmented approach created performance bottlenecks, support challenges, and inefficiencies.

At the time of renewal, bet365 started evaluating vendors who could consolidate everything into a single platform. After a rigorous proof of concept, TestMu AI checked all the boxes; performance matching their release velocity, comprehensive device coverage for global markets, and support operating at their pace.

About Bet365:

bet365 pioneered in-play betting. It changed the sports wagering industry by allowing customers to place bets during live games rather than only before kickoff. Maintaining its global position has had its challenges where most competitors have grown through acquisition to achieve scale.

With a global workforce bet365 expertly operates a blend of COTS products (commercial off the shelf) and a proprietary technology stack that enables rapid localization and faster bet settlement than competitors.

Eliminating Two-Platform Fragmentation That Created Testing Bottlenecks

Due to rapid growth the technical teams needed to evaluate how it could scale its testing capabilities. The two separate solutions for browsers and mobile devices forced teams to constantly switch between systems to complete tests.

"Having everything in one place suits us better. Otherwise, you're constantly switching between tools and products which naturally creates inefficiencies." — Joanna Ward

TestMu AI provided a unified platform where bet365's entire UI testing organization could work from a single interface. Teams gained access to over 3,000 browser and OS combinations alongside 10,000+ real iOS and Android devices without switching systems.

This consolidation meant testers could run browser tests, mobile web tests, and native app tests from one app, reducing the cognitive load and eliminating the need to remember which platform hosted which test types.

Solving Performance And Reliability Issues That Slowed Release Velocity

TestMu AI's HyperExecute test orchestration platform addressed previous performance concerns through its proprietary architecture designed for speed and stability. The platform's "Just-in-Time" infrastructure provisioning and smart auto-split capabilities meant tests ran consistently without the lag that plagued the previous setup.

"We've got the performance and availability from the tests running in automation. Even anecdotally, perception-wise, it's better. It's more stable." — Joanna Ward

Device availability improved significantly, giving teams confidence they could access the devices they needed when they needed them.

Hillside Technology Limited reported measurably better stability and performance, with test execution becoming predictable enough to support tight release schedules across multiple products and markets simultaneously.

Accessing Support That Matched bet365's Operational Pace

"We've had really good support with TestMu AI. A lot of the enhancements and issues we raised during the proof of concept were resolved quickly. The ones that weren't made it to a roadmap with agreed timeframes for resolution. When a vendor is delivering what you've asked for, broadly in the timeframe they committed to, it gives you confidence." – Joanna Ward

When immediate fixes weren't possible, they provided specific timelines and delivered on schedule. Testing teams weren't working around platform limitations. They had direct access to engineers who understood their setup and removed obstacles.

Scaling Testing For Regulated Market Expansion

As bet365's business expanded it required testing of localized experiences across vastly different markets. Each jurisdiction requires localized payment methods, region-specific compliance features, and authentication flows that vary by location.

The challenge previously wasn't the device quantity. They already had that bet365 needed wider device coverage where they could test workflows on devices that people actually use.

A payment flow working smoothly on an iPhone 15 might struggle on a three-year-old Android with limited memory. Authentication loading quickly on fiber might timeout on 3G connections (a network still common in emerging markets).

TestMu AI's 10,000+ device cloud spanned the hardware that bet365's global customers actually use. Teams tested on lower-end devices alongside flagship models.

"We've got the availability of devices with TestMu AI. We've got the right sort of devices, and we've certainly not had any significant issues." – Joanna Ward

They simulated network conditions matching different regions. When preparing new market launches, they tested on device profiles representing actual customer hardware rather than assuming premium device behavior applied everywhere.

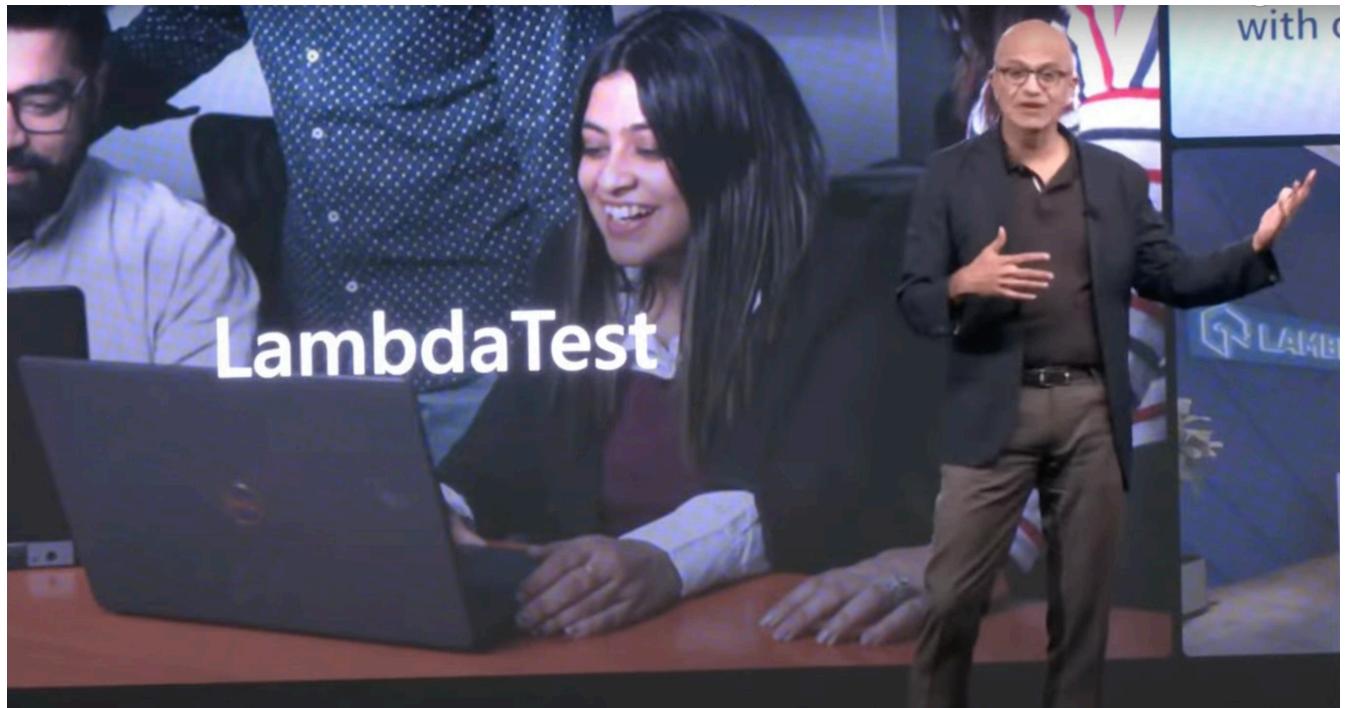


Image Source : Microsoft Future Ready Event

66

LambdaTest(Now TestMu AI) is creating that next level of efficiency around test automation so that people can actually focus on testing versus test orchestration.”

Satya Nadella, CEO, Microsoft

The Impact

Twelve months after using TestMu AI, bet365's testing operations achieved measurable improvements across their organization:

- Unified Platform: Eliminated context-switching between their previous solutions, consolidating browser testing, mobile web testing, and device testing in a single system that simplified team training and operational management.
- Consistent Performance: Resolved lag issues and session timeouts that previously disrupted testing workflows, making test execution timelines predictable enough to support hundreds of coordinated weekly releases.
- Faster Test Execution: HyperExecute's test orchestration delivered measurably faster performance than the previous infrastructure, reducing time from test initiation to results.
- Responsive Support: Dedicated team through a private Teams channel enabled rapid issue resolution, matching bet365's 24/7 global operations across multiple time zones.
- Comprehensive Global Device Coverage: Access to 10,000+ real devices spanning premium smartphones to lower-end Android hardware enabled accurate testing of localized experiences across diverse markets, from Ohio to Buenos Aires.
- Framework Flexibility: Supported simultaneous execution of Selenium, Playwright, and AI-generated tests during bet365's testing transformation, enabling experimentation without disrupting existing test automation.

Ready To Scale Your Testing Operations?

Hillside Technology Limited **consolidated fragmented testing platforms to support aggressive expansion across regulated markets while maintaining quality at scale.**

If your organization is managing multiple testing tools, facing performance bottlenecks, or preparing to scale testing operations for growth, TestMu AI provides the unified platform and support to accelerate your release velocity.

“It’s been a really positive collaboration with TestMu AI. We’ve got open communication through our support chat, so if anything does crop up, we’ve got dedicated people in there.” – Joanna Ward, Head of Software Testing, Hillside Technology Limited,

[Book a demo](#) to see how TestMu AI's unified testing platform can simplify your testing infrastructure while supporting expansion into new markets and testing frameworks.

About TestMu AI

TestMu AI (Formerly LambdaTest) is a fully autonomous agentic quality engineering platform that empowers teams to test intelligently, smarter, and ship faster. Over 10,000+ customers and 2 million+ users across 132+ countries rely on TestMu AI for their testing needs.



1.2 Bn+

Tests



2M+

Users



10K+

Enterprises



132+

Countries

Exploratory Testing

Enhance web and app quality to ensure seamless user experience with real-time, live, exploratory testing on 10,000+ devices.

KaneAI

Boost testing efficiency with an AI platform that uses natural language to create, debug and evolve tests.

Test Manager

Streamline test creation, management, & reporting for improved efficiency with AI - native unified Test Manager.

Automation Cloud

Accelerate product releases with secure, scalable, end-to-end test automation in the cloud.

Real Device Cloud

Test on 10,000+ real Android and iOS devices, and 3000+ browser combination cutting costs while ensuring compatibility.

HyperExecute

Accelerate testing speed by 70% with AI-Native orchestration for faster digital transformation.

Accessibility Testing

Ensure inclusive, accessible websites with TestMu AI's manual and automated Accessibility Testing tool.

Visual UI Regression

Achieve UI perfection quickly with AI-Native visual regression testing across all platforms.

TestMu AI
Formerly LAMBDATEST

+1 (866)-430-7087

www.testmu.ai

sales@testmu.ai

TEST INTELLIGENTLY. SHIP FASTER.

