

B2TECH MIGRATED AND MODERNIZED ITS DATA LAYER ON AWS WITH COMMIT



• AI Services Competency
• SaaS Services Competency
• Data & Analytics Services Competency

• Small and Medium Business Services Competency
• Migration and Modernization Services Competency

ABOUT B2TECH

B2Tech is a leading omnichannel technology solutions provider for the Sportsbook and iGaming industry, with a strong presence in emerging markets. Serving both B2B and B2C operators, the company delivers and manages a comprehensive end-to-end gaming platform for clients across approximately 20 markets, covering the full operational stack with the exception of payment services. With teams and physical sites in Israel, Albania, Poland, and Cyprus, B2Tech operates at a significant international scale.

CHALLENGES

Before partnering with Commit Data by Valinor, B2Tech needed to modernize its data infrastructure to support rapid growth, increasing transaction volumes, and a broader gaming offering. The company's existing environment created operational constraints across talent, performance, scalability, and cloud readiness.

- **Recruitment and knowledge gaps:** B2Tech struggled to recruit top-tier Database Administrators and experienced data professionals. Its internal teams also lacked the specialized expertise required to manage a complex AWS cloud migration.
- **Performance and data architecture:** The company faced ongoing challenges around system performance, heavy data loads, and the need to establish a more robust, scalable data architecture.
- **On-premises database limitations:** B2Tech's infrastructure relied heavily on an on-premises MSSQL database, which limited its ability to scale effectively and support the company's hyper-growth.
- **Licensing and cloud incompatibility:** MSSQL introduced ongoing licensing complexity. B2Tech also recognized that simply migrating the existing database to the cloud would not provide the performance, scalability, or long-term flexibility required.

SOLUTION

Commit Data delivered an end-to-end data and infrastructure solution to support B2Tech's rapid growth, cloud migration, and operational scalability. The engagement combined AWS expertise, database modernization, specialized staffing, and ongoing managed services.

- **Strategic cloud migration:** Commit Data played a central role in B2Tech's migration to AWS, providing the cloud expertise and technical guidance needed to complete the transition successfully.
- **Database modernization:** Commit Data guided B2Tech's move from an on-premises MSSQL environment to a modern architecture based on MongoDB and PostgreSQL, reducing scalability and licensing constraints.
- **Expert staffing and leadership:** Commit Data helped close B2Tech's talent gap by staffing and managing approximately 60% of its DataOps team, including the DataOps Team Leader and dedicated MongoDB and PostgreSQL specialists.
- **24/7 managed services:** Commit Data addressed performance, heavy data load, and architecture challenges while providing continuous database support under a 24/7 SLA, alongside managed NOC and SOC services.

RESULTS

The partnership with Commit Data helped B2Tech modernize its infrastructure, strengthen its data operations, and support rapid growth with greater confidence and control.

- **Scalability for hyper-growth:** With Commit Data's support, B2Tech managed approximately 300% growth over three years. Moving from MSSQL to MongoDB and PostgreSQL in the cloud provided the scalability needed to support rising traffic and heavier data loads.
- **A reliable data layer:** Commit Data helped establish and maintain B2Tech's core data layer, creating a stable foundation for performance and growth.
- **Expanded operational capabilities:** Commit Data helped scale B2Tech's DataOps, DevOps, and SecOps functions from a two-person setup into a 30-person organization. Today, Commit Data staffs and manages approximately 60% of B2Tech's DataOps team.
- **Cloud expertise and cost control:** Commit Data provided the AWS expertise needed to operate effectively in the cloud, while improving visibility and control over operational costs.
- **Confidence and flexibility:** B2Tech gained a trusted partner that could help scale its team quickly and support the operational flexibility required for continued growth.



"Commit Data has had a foundational impact on our data operations. Over the past two years, they became deeply integrated into our database environment and helped us build the data layer we needed to support growth. Beyond the technology, what stands out is the people: the professionalism, openness, and confidence that we can scale when needed. That level of partnership gives us real peace of mind" **Liran Yehuda, VP Infrastructure, B2Tech**