

How Betsson Spots Critical Issues Instantly During High Volumes of Concurrent Betting Activity

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When users depend on your platform during the biggest sporting events of the year, even a minute of downtime has a staggering cost in lost revenue. You need systems that cut through noise instantly and help engineers spot developing issues before they become costly outages. Betsson Group's approach provides a playbook for protecting revenue during high-stakes events by using intelligent automation to maintain zero downtime.

- **Real alerts stand out immediately:** Thousands of false positive alerts filtered so real issues stand out during peak events
- **Automatic correlation leads to quicker resolution:** Manual correlation of incident data cannot work at Betsson's scale and with such high stakes
- **Using AI to drive operational excellence:** AI-powered troubleshooting lets Betsson maintain a flawless user experience during high-traffic betting events.

The Challenge:

Critical Signals Lost in the Noise

During major sporting events, Betsson's gaming brands across Europe and Latin America face high volumes of concurrent users placing bets when traffic can spike 10x in minutes. Managing Kubernetes clusters with 10,000+ pods, their DevOps teams discovered that traditional monitoring breaks down exactly when you need it most.

The Alert Flood: When major sporting events trigger massive traffic spikes, alert volume explodes. Critical performance issues - the ones that could take down the platform - get buried among thousands of routine notifications from normal scaling activities.

The Context-Switching Crisis: When real incidents strike during high-stakes moments, engineers race between Grafana (metrics), Loki (logs), kubectl (cluster state), and Jira (deployments). With revenue at stake, this fragmented approach means precious minutes lost gathering context while the platform strains under load.

"During peak events, we needed to instantly distinguish real performance threats from scaling noise,"
explains Steven Dimech, Head of Infrastructure Engineering at Betsson Group. **"In our business, every second counts when users depend on platform performance."**

The Solution:

Intelligence Layer Above Existing Monitoring

Rather than replace their proven Prometheus, Grafana, and Loki stack, Betsson needed an intelligent layer that could add AI-powered signal processing and unified troubleshooting. After evaluating multiple platforms, Robusta's enhancement approach won over replacement strategies.

Immediate Win: Rapid Decrease in Number of Alerts

Robusta's trends analysis immediately revealed what manual monitoring couldn't: a ranked view of alert sources during peak loads. The key insight: thousands of alerts traced to a single Cilium networking configuration issue.

Two targeted changes eliminated the noise overnight. Now when traffic spikes during major matches, only genuine performance threats trigger alerts.

All Incident Data in One View

The platform consolidated all troubleshooting into a single interface optimised for speed:

- **Real-time timeline:** Deployment changes, resource utilisation, events, and logs in one view
- **HolmesGPT analysis:** Instant AI-powered root cause identification during high-pressure situations
- **Complete forensics:** All incident context available immediately

Impact

Context that previously required hunting across different tools is now unified in one interface, while complex post-incident forensics that took engineers weeks are now available instantly for same-day retrospectives.

"Holmes has been a game-changer during high-pressure peak events," notes Dimech. **"Planned Slack integration will extend AI capabilities to NOC teams for 24/7 intelligent support across global time zones."**

Results:

Peak Performance When It Matters Most

Alert System Proven During Major Sporting Event

During recent major sporting events, the transformation proved decisive. With thousands of false positives eliminated, engineers immediately spot genuine performance issues as traffic floods the platform. Critical alerts now stand out precisely when needed most - no more hunting through noise.

Junior Engineers Handle Senior-Level Incidents

Junior engineers are now able to handle complex incidents that previously required senior staff, using AI guidance to diagnose problems while maintaining flawless user experience. This enhanced capability supports round-the-clock operations and allows Betsson to scale its platform without growing engineering teams proportionally – a critical advantage as the company expands globally.

Technical Architecture

The intelligent layer enhances existing Prometheus + Thanos monitoring and integrates seamlessly with established Loki aggregation, deploying through proven Argo CD pipelines. RBAC enables developer access while protecting sensitive data across all clusters in Europe, Latin America, and on-premises facilities.



Reduce the risk of incidents and outages, focus on innovation and efficiency



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