

# Making winning a habit through agile transformation

## Industry

Sports Betting and Gaming

## Company

ADMIRAL

## Employees

1400

## Services

Enterprise Agile

## Engagement Model

Cross-functional agile teams

## The challenge

## Transforming a company to be future-ready with innovative solutions along with greater transparency and higher customer satisfaction.

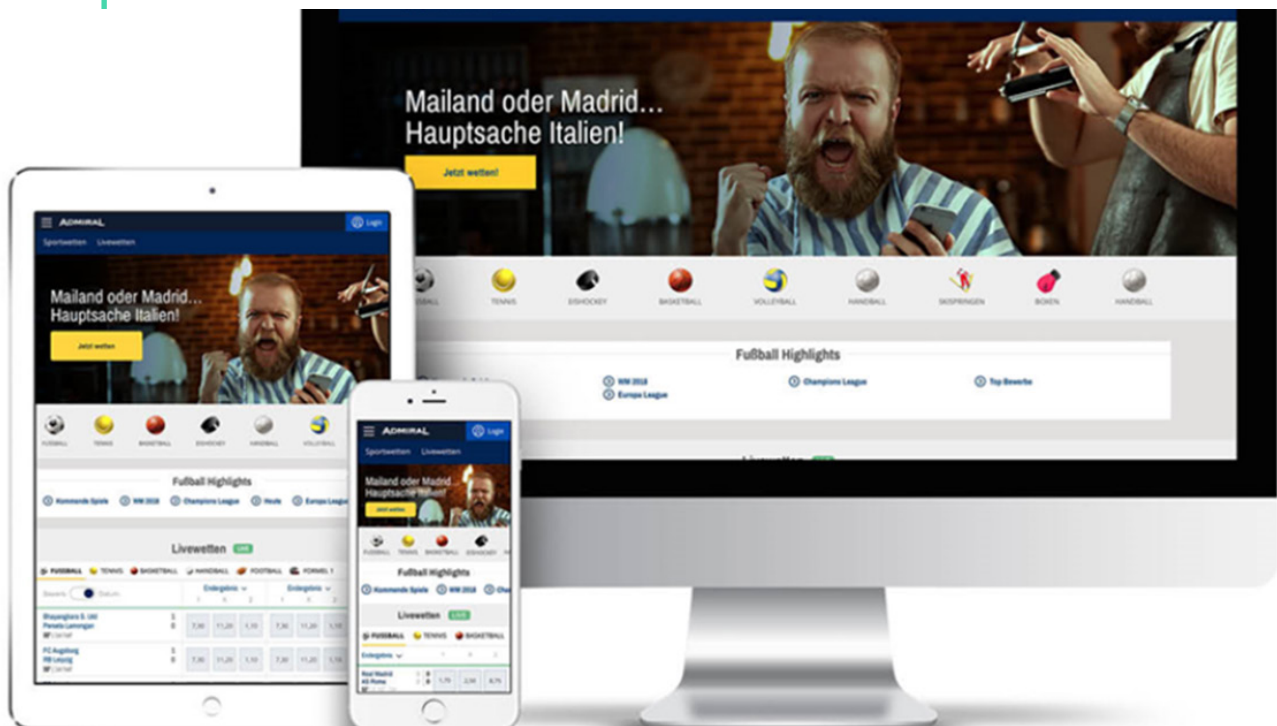
### Austria's market leader in sports betting

Established in 1991, ADMIRAL has grown to become a leading supplier of sports betting and gaming services in Austria. To gain a competitive edge, they decided to change its way of working by adopting Agile. After working together for 7 years, ADMIRAL and Nagarro have taken their partnership further by rolling out an agile transformation program to improve Admiral's way of working completely.

### The challenge

ADMIRAL approached Nagarro with a mandate to assist the company in its agile transformation. Their core objective was to align its product development and related organization to provide internationally competitive solutions and ensure customer delight with innovative and sustainable offerings across all distribution channels. The desired results were:

- A shorter time to market while maintaining a consistently high standard of quality,
- More transparency at all levels
- Improved employee satisfaction.







## The solution

### A successful agile transformation

We started with understanding the problems of the client first, and ensured that we had a tailored solution to meet the challenges. Through an iterative approach, we started testing our hypothesis by using an “Agile Experience Lab”. We did this by transforming two teams to the new way of working, and by building on those learnings incrementally, we oversaw a successful agile transformation of the entire department.

The journey to an adaptive learning organization was guided by 100-day interactions. Every 100 days, we redefined the change plan as per the prevailing requirements with respect to our goals and adapted it to our process. To generate a lasting change with a substantial impact, it was essential to invest continuously in these three areas:

- CULTURE – Who we want to be?
- STRATEGY – What we want to achieve?
- TACTIC – How we want to work?

Nagarro designed, developed, and co-created (together with the client) a new organizational structure. We re-designed the service portfolio and established a new way of working, leading agile, and being agile.

## The benefit

### A new way of working, leading, and being agile

Through agile transformation the new organization is built on self-organizing, autonomous teams that can quickly move and adapt to the changing market.

By reducing complexity within the department, we helped them make quick decisions. Issues arising due to dependencies could be resolved in lesser time. This allowed the team to be more dynamic while maintaining high quality of its products.

### Impact to business

- Products and department in line with the new corporate strategy
- Dependencies of teams reduced by autonomous, cross-functional teams
- Release cycles accelerated to two-weekly releases with interim hotfix releases





## Client Testimonials



"Nagarro's Agile Transformation team supported us in further developing our organization and culture. The decision to go with Nagarro was indeed the right one."

*Mario Dambauer,  
Senior Head of Product Development,  
Admiral Sportwetten*

### About Nagarro

In a changing and evolving world, challenges are ever more unique and complex. Nagarro helps to transform, adapt, and build new ways into the future through a forward thinking, agile and caring mindset. We excel at digital product engineering and deliver on our promise of thinking breakthroughs. Today, we are 8,400 experts across 25 countries, forming a Nation of Nagarrians, ready to help our customers succeed. [www.nagarro.com](http://www.nagarro.com)