

Gearing up for the World Cup



betinternet.com plc is gearing up for the World Cup with the relaunch of its website www.betinternet.com. Vincent Caldwell, chairman and managing director of the Douglas based on line leisure operator, said 'Volumes of business should increase significantly in the run up to the World Cup. Our technology and security systems are already well proven, but as a leading on line gaming operator, we wanted to ensure that our website was as easy to use as possible, especially as daily we are attracting many new users. The redesigned website stands out with its creative use of colour and improved content, and is more easily navigable - especially important for our growing Far East customer base. We are very pleased with the new-look website and are indebted to PDMS for their technical input'.

Bill Mummery, betinternet.com's Technical Director, said 'This additional investment of 260,000 is a further milestone in the development of the Islands leading e-commerce business that will deliver the capacity, resilience and functionality needed for the next phase of our development'.

'We have created the capacity to handle in excess of 500,000 visitors per week to our sites during the World Cup, and our strategic relationships with on Island suppliers including PDMS, Domicilium and Skanco have helped us achieve this'.

Commercial Director of PDMS Business Solutions, Bruce McGregor, said 'The project teams from both PDMS and betinternet.com have put in a tremendous amount of hard work into the new website and we are delighted with the end result. The new site utilises the latest technologies including Microsoft .NET Framework and has been developed to cope easily with the large demand that will undoubtedly be created by the World Cup. We have worked with betinternet.com as their technology partner for several years and are confident that the new site will contribute to the continued success of the Island's most successful on-line venture'.

David Butterworth - Managing Director Skanco, added 'betinternet.com have demonstrated a level of professionalism and attention to detail that will allow the site to handle the large increase in business the World Cup is sure to generate. The combination of the four companies (betinternet.com, PDMS, Domicilium, and Skanco), proves that the Isle of Man can compete with the best e:commerce companies in the world'.

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