

William Hill wins “Best Use of Agile in Private Sector” Award in Partnership with Radtac at At Prestigious Management Ceremony, The UK Agile Awards

Submitted by: Radtac Ltd

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Leading Bookmaker William Hill was celebrating after scooping the “Best Use of Agile in the Private Sector” Award for its internal Software Development Programme ‘Trafalgar’ at the prestigious UK Agile Awards held at the Bloomsbury Ballroom on Thursday 20th November.

Radtac has worked in partnership with William Hill since March 2012. Initially providing William Hill with Agile training, Radtac is now supporting their long-term objectives by embedding Agile culture into the heart of their organisation.

William Hill’s online management team has embraced agile methodologies and this has in turn led to an improvement in delivery, focused on putting the customer at the very heart of the business. Project Trafalgar has been one of the many innovations that has derived from more agile workings within William Hill. Project Trafalgar is continuously evolving in order to put the customer at the heart of everything that William Hill do.

It was noted by the judging panel, "that after a previously failed waterfall methodology, this finalist (William Hill) gained everyone's belief in an Agile approach by regaining stakeholders' faith and buy-in."

“We have embraced Agile as a fantastic management tool over the past few years and we would like to think that our customers have benefitted greatly from this,” said William Hill’s Online CEO Andy Lee.

“William Hill online has embraced Agile and understand that their culture is core to an excellent customer experience,” said Michael Short, CEO of Radtac. He added, “We are delighted William Hill’s Online’s, hard work has been appreciated.

Additional information on Radtac, our team and products can be found at www.Radtac.co.uk.

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About Radtac: Radtac provides Agile Training and consultancy for management. Radtac can train and transform teams to enable efficiency gains in delivery while at an enterprise level provide cultural

change through focus on effectiveness. We are experts in business transformation.

About William Hill: William Hill, The Home of Betting, is one of the world's leading betting and gaming companies, employing more than 17,000 people. The Group's Online business (www.williamhill.com) is one of world's leading online betting and gaming businesses, providing customers with the opportunity to access William Hill's products online, through their smartphone or tablet, by telephone and by text services. William Hill US was established in June 2012 and provides land-based and mobile sports betting services in Nevada, and is the exclusive risk manager for the State of Delaware's sports lottery. William Hill Australia is one of the largest online betting businesses in Australia after the Group acquired the Sportingbet Australia business in March 2013 and tomwaterhouse.com in August 2013, two of the leading online corporate bookmakers in Australia, offering sports betting products online, by telephone and via mobile devices. William Hill PLC has been listed on the London Stock Exchange since 2002. The Group generates revenues of c£1.5bn a year.