How William Hill built a future-ready tokenisation strategy with BR-DGE

By partnering with BR-DGE, William Hill:

- Built an agnostic tokenisation strategy that reduces compliance risk and operational complexity

- Improved payment performance, cost control and flexibility by using interoperable network tokens

- Enabled a future-ready payment infrastructure with access to orchestration and connectivity capabilities to support further payments optimisation

The company

William Hill, part of Evoke Plc, is a UK and European sports betting and gaming operator.

William HILL

The challenge

When William Hill came to BR-DGE, they faced three inter-related challenges:

1 Operating in a highly regulated sector made PCI compliance increasingly complex and resource-intensive, creating operational risk.

2 The existing tokenisation strategy lacked flexibility. Tokens were tied to individual providers, limiting routing and cost optimisation, slowing response to performance issues and reducing commercial leverage.

3 William Hill was carrying the legacy complexity of a large operator. Years of stored card data and legacy infrastructure made change harder – any new solution would need to handle large-scale data migration securely, without disrupting customers or compromising compliance.

William Hill needed a payment tokenisation strategy that simplified compliance, removed vendor silos and gave the business the flexibility to evolve its payments ecosystem over time.

The solution

William Hill partnered with BR-DGE to replace its legacy tokenisation approach and create a more flexible, enterprise-grade payments orchestration foundation.

BR-DGE's independence and agnostic approach were critical, giving William Hill confidence that it's payments decisions would be driven by performance and business strategy rather than vendor lock-in or processing incentives.

> " *By DNA, BR-DGE has a deep understanding of the gaming industry. They understand the specific needs of gaming operators. Those deep insights and knowledge about the industry were a standout when we were going through the selection process.* "
>
> – Martynas Sukys, Global Head of Payments at evoke | William Hill, 888, Mr Green

At the core is BR-DGE Vault, delivering PCI DSS 4.0-compliant, hybrid tokenisation and secure storage of both historic and active card data. This hybrid approached allows William Hill to:

BR—DGE VAULT

Continue using existing PSP tokens and, where required, PAN-based flows

Request and use scheme-backed network tokens directly

Store card details securely behind a single, portable token

Card details are captured once and can be used across multiple PSPs, giving William Hill full control over routing, optimisation and supplier choice.

Token migration was a critical part of the project. William Hill worked closely with BR-DGE to securely migrate up to ten years of card data. Ongoing consultation ensured the project was delivered on time and with minimal disruption.

With the core tokenisation layer in place, William Hill also began to explore BR-DGE's broader orchestration and connectivity capabilities. Those capabilities now support, both deposit and withdrawal payment flows, enabling optimised routing and improved operational control across pay-ins and payouts.

Outcomes

William Hill now operates with a future-proofed, tokenisation strategy. By partnering with BR-DGE, the business has achieved:

PCI DSS 4.0 compliance

Sensitive card data is securely vaulted, with regulatory compliance and audit requirements built in.

Improved authorisation performance

William Hill now have consistently strong authorisation rates, driven by issuer trust in network tokens and better insight into transaction behaviour.

Hybrid token strategy

The agnostic tokenisation model lets William Hill retain existing PSPs while using network and PSP-specific tokens behind a single portable token. This enables dynamic routing based on performance data; improving optimisation and strengthening resilience.

> " We are seeing very promising performance trends; our authorisation rates are pretty high, and we know the areas that we need to improve. The BR-DGE team has a very good Business Intelligence team that allows us to drill very deeply into what's happening. "

Deeper performance insight

Working with BR-DGE's Business Intelligence team, William Hill can access a depth of payments data across the complete payments journey toidentify issues quickly and optimise accordingly.

Faster time to market

BR-DGE's modularity allows William Hill to easily test new providers, optimise payment flows and respond to commercial changes with re-architecting core systems.

> " *With BR-DGE, we can deliver the best customer experience, with the best approval rates, and deliver the best business growth.* "
>
> – Martynas Sukys, Global Head of Payments at evoke | William Hill, 888, Mr Green