# PUSH TECHNOLOGY™
## RETHINK Real-Time™

# oddschecker

# Sports Betting Odds Company Uses Diffusion® for Real-Time Delivery to Huge Customer Base.

## Quick Facts

Oddschecker required user connectivity and data delivery scalability for peak sporting events. They also had to reduce load on their back-end database, to assure service quality. They chose the Diffusion Real-time API Management Platform to handle the job.

## Industry
eGaming

## Challenges
- Service hundreds of thousands of users, during peak sporting events.
- Manage volatility in usage simultaneously across sporting events.
- Off-load burden on back-end systems.

## Solution
The Diffusion® Real-Time API Management Platform

## Benefits
- Reliable, easily scalable, real-time data management and delivery for hundreds of thousands of users/second.
- Simple integration with legacy systems.
- Guarantee real-time delivery of betting odds for customers

## Overview

Launched in the UK in 1999, Oddschecker is now the leading foremost online betting odds comparison service, giving direct access to the best prices from the top bookmaking brands, and enjoyed by millions of users around the world. Targeting an industry that operates on many different levels and platforms, from all social and age groups, Oddschecker provides information to an active and responsive audience across digital platforms

As a trusted source for betting odds, price updates, offers, and promotions; Oddschecker must deliver the event driven data in real-time in order to be successful.

## The Challenge

As with most comparison sites, for Oddschecker innovation in technology and keeping ahead of the competition are two major tasks. In a fiercely competitive market, and with a passionate and engaged target market, there is no room for shortcomings.

With bookmakers and operators reliant on Oddschecker, quality assurance is fundamental in order to retain their services and therefore, their customers.

Being independent and self reliant, at first Oddschecker was concerned that integrating Push Technology's flagship platform Diffusion™ would create a point of failure in the system and while being interested in the potential of the software, continued to use their in-house platform to push out data to the front-end recipient.

This involved the website constantly requesting changes from a dedicated database and required very large infrastructure to support it. The result was, it wasn't reliable, and it wasn't scalable. Particularly within busy periods database related issues, problems and even system failure was too often the norm. Around key events, such as Cheltenham or the Grand National, when the pressure was really on, Oddschecker simply couldn't afford to have that situation continue.

*"With **Diffusion,** it's **amazing -** we now only have **minimal resources** on call."*

Darren Maggs,
Managing Director, Oddschecker

*"Since plugging in Diffusion, sometimes we see **prices update faster than the operator's site**, which is **incredible.** For our users, that **creates the confidence and trust,** which is such **a huge part in betting,** that when they click on a price, that is the one they are going to be betting on."*

Darren Maggs, Managing Director, Oddschecker

## The Solution

Oddschecker chose Diffusion to enable a high-performance, multi-channel solution to deliver data over the Internet to their end-users.

Data streaming is now commonplace and demand for real-time information critical to Oddschecker's success, Diffusion's ability to intelligently manage real-time data and user connections; rather than merely performing like the "dumb" socket connection they were using, made Diffusion the ideal solution. In particular, Diffusion offered substantial savings on bandwidth and infrastructure, enabling Oddschecker to intelligently deliver information to different devices, via sometimes challenging Internet connections, always sending only the most up-to-date and relevant real-time data.

According to Oddschecker, Diffusion seemed too good to be true.  Derren Maggs, Managing Director, explains,

*"If I think back to the Grand National three years ago, we would have our entire IT team in, contingency plans set up the week before, we'd be monitoring everything that moved, and inevitably around 11/12 o'clock things would start slowing down as the site got busier, and we'd have to start trying to reduce load, switching stuff off just to keep the site alive and deal with it as*

*best we could. Since plugging in Diffusion™ the last two years have been just like any other Saturday. It's amazing - we now only have minimal resources on call."*

Since integrating Diffusion, Oddschecker's users benefit from not having to wait for whole pages of odds information to refresh because Diffusion's proprietary delta-data streaming efficiently and compression, updates only what is required to be updated resulting in an efficient, reliable real-time service and engaging user experience.

Diffusion™ has also reduced load on Oddschecker's back-end systems and databases while improving performance. Derren Maggs added,

*"In-Play is a major challenge to all bookmakers – and this is where Diffusion really stands out. We get prices direct from bookmakers, such as Bet365 and Blue Square, enabling the bookmakers who have Diffusion™ to stream prices directly to our Diffusion™ instance bypassing our databases and all additional processes. Diffusion™ maps this in memory and users get those real time prices that are all important, at zero latency."*

Diffusion™ has also been implemented to create dynamic content, to ensure that all score updates, team sheets, goals as they go in are in real time, creating a stronger more reliable product for end users.

## The Outcome

Oddschecker has enjoyed phenomenal 80% growth in the last two years, currently boasts 1.2m unique on site per month, and is hailed as one of the best betting sites in the industry.

Busy periods, where prices are updating every second, used to put a significant load on the Oddschecker system. Diffusion™ has removed this burden on the servers and delivers an excellent service experience to customers.

Diffusion enables organizations to build more efficient web, mobile and IoT applications with real-time data delivery services, creating immensely sticky customer experiences, enforcing brand loyalty, and reducing bandwidth consumption -- organizations can do more with less."

## The Future

Oddschecker will continue to expand Diffusion™ across new mobile platforms. The business will also be expanding internationally, working with Push Technology to target new markets and audiences.

**PUSH** ℗™
**TECHNOLOGY**
*Rethink Real-Time™*

| London | Silicon Valley | Belfast |
| --- | --- | --- |
| +44 (0) 20 3588 0900 | 1 (408) 780-0720 | +44 (0) 20 3588 0900 |