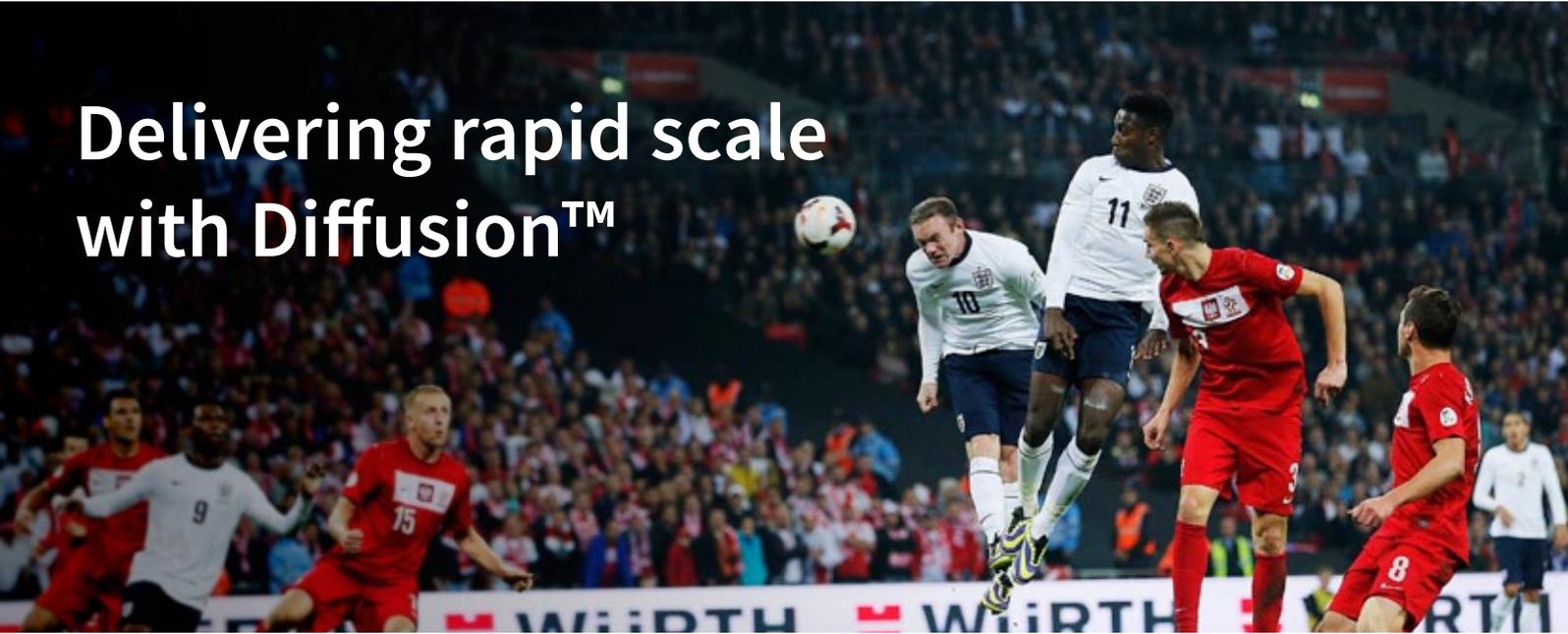# Delivering rapid scale with Diffusion™

When Oddschecker were looking to achieve rapid scale at peak events, reduce load on their database, improve customer experience and maintain service quality they turned to Push Technology and their market leading platform Diffusion™.

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.

And with book makers 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 whilst 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 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.

The Solution

Oddschecker discussed integrating Push Technology's flagship communication platform Diffusion™, to enable a high performance, multi-channel solution to push data out over the internet to end users

With streaming becoming more commonplace and demand for real-time information increasing, Diffusion™'s ability to add intelligence around the data sent and not just act as a dumb socket connection meant Diffusion™ was the ideal solution. In particular, Diffusion™ offered greater savings on bandwidth, enabling Oddschecker to intelligently push information to different devices, over internet connections of varying speeds, by sending only the most up-to-date and relevant data.

> *"Sometimes we see prices update faster than the operators 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. Diffusion™"*
>
> **Darren Maggs** Managing Director at Oddschecker

According to Oddschecker, it seemed too good to be true.

Derren Maggs, Managing Director, at Oddschecker 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".

The Implementation

Through integrating Diffusion™, end users benefit from not having to wait for whole pages to refresh, as Diffusion™ messages minimise only what is required to be updated and pushed – resulting in a quicker, more reliable and efficient service and all round user experience.

Diffusion™ has also reduced load on the databases without any degradation to site 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/Benefit

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 our servers and has delivered a positive service and experience for our customers.

Derren Maggs added: "Sometimes we see prices update faster than the operators 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. Diffusion™ has made a huge difference. It is easy to integrate and has multiple benefits."

Lee Cottle, VP business development & global alliances at Push Technology said of working with Oddschecker: "At Push we understand that it has never been more important for business to communicate in the "Now." DiffusionTM enables organisations to build more efficient internet data delivery services, creating immensely sticky customer experiences, enforcing brand loyalty, driving a return on relationship, and reducing bandwidth consumption, thus enabling organisations to do more with less."

> *"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."*
>
> **Darren Maggs** Managing Director at Oddschecker

The Future

In the future, Oddschecker plan to optimise Diffusion™ better across multiple platforms such as mobile and tablet use. The business will also be expanding internationally, working with Push Technology target new sectors and audiences.

About Oddschecker

Oddschecker is the foremost online betting odds comparison service, giving you direct access to the best prices from the top bookmaking brands.

Oddschecker is the home of online betting odds comparison in the UK, giving direct access to the best prices from top bookmaking brands. Targeting an industry that operates on many different levels and platforms, from all social and age groups, Oddschecker aims to provide across its digital platforms information to an active and responsive audience.

Oddschecker has naturally become the informed choice for casual and professional gamblers alike since the site first went live in 1999.

About Push Technology

We make the Internet work for our mobile-obsessed, everything-connected world. Leading brands like 888 Holdings, DAB Bank, IBM, and William Hill leverage our technology to power applications critical to revenue growth, customer engagement, and business operations. Learn how to deliver apps at scale and speed at **www.pushtechnology.com**

For further information visit: **www.pushtechnology.com**
or contact: **sales@pushtechnology.com**

PUSH ™
TECHNOLOGY

We make the Internet **work** for the mobile-obsessed, everything-connected world

LONDON
+44(0) 2035 880900

SAN JOSE
+1 408 780 0720

www.pushtechnology.com