RACING POST

PUSH TECHNOLOGY ™

Racing Post streams real-time betting prices with Diffusion™

Quick Facts

Industry
- e-Gaming

Challenges
- In-house messaging system forced bandwidth throttling during spiked usage
- Meet customer demand for real-time data
- Limit impact on IT infrastructure cost and complexity

Solution
- Push Technology's enterprise-grade Internet Messaging solution, Diffusion

Benefits
- Provide customers with latest racing info and prices at zero latency
- Number one sports app downloaded more than a million times
- Provide customers with value-added services – in-race live commentaries, analytics

Summary

Racing Post relies on Diffusion™ to display real-time betting prices and power its chart-topping mobile applications. Using Diffusion in the cloud means the company benefits from almost unlimited flexibility.

The Challenge

Racing Post is the online home of the UK's number one horse racing daily newspaper. Its website, bookkeeper kiosks and mobile apps have become the online destination of choice for horse-racing enthusiasts looking for the latest information. When it came to moving data in real-time between these interfaces, the company's own in-house messaging system often resulted in forced bandwidth throttling whenever customer interaction levels spiked during major racing events. To meet its customers' demands for 'live' data performance without a huge impact on IT infrastructure cost and complexity, Racing Post needed an enterprise-class data distribution platform for its online services.

"Our customers don't accept anything less than real-time, reliable access to the latest racing information and betting prices," explains Paul Carse, IT Director at Racing Post. "Previously during major events such as Cheltenham or the Grand National we had to limit performance - sometimes by up to 20 seconds at the busiest times to maintain online services."

Racing Post needed a better solution that would be able to flexibly scale to peak demand, and reliably deliver real-time data to thousands of online and mobile customers at the same time.

The Solution

Racing Post found Push Technology's Diffusion platform at a perfect time, says Paul Carse. "Mobile apps were just starting to really take off and Diffusion's biggest benefit was the intelligent distribution of data to support real-time mobile apps and a seamless customer experience." Developed around Diffusion, Racing Post now offers apps for iPhones, iPads, Android and HTML5 - and the number of Racing Post's mobile users is growing rapidly. "It is definitely our most popular product," confirms Paul Carse.

Since 2013, Racing Post has also benefited from the partnership between Push Technology and Telefónica, with the solution now hosted in the cloud: "It's simple, cost effective, and we can easily triple our infrastructure for big events."

> *"Diffusion's biggest benefit was the intelligent distribution of data to support real-time mobile apps and a seamless customer experience."*

The Outcome

Using Diffusion, Racing Post provides its customers with the latest racing information and prices at zero latency, while minimizing the volume of data it sends to its online customers - whether mobile, online, or accessing services via a Racing Post kiosk in a bookmaker's shop.

The result is massive growth in Racing Post's online services, and its mobile solution is even more successful. Racing Post's free iPhone app became the number one sports application in the iTunes store shortly after it was launched in 2011, and has since been downloaded more than a million times. During key events in the racing calendar, such as Cheltenham Week, Racing Post has over 300,000 unique users using its mobile products, and over 54 million page views. And user numbers are growing: At the 2014 Grand National, Paul Carse expects to see a record number of 100,000 unique users.

Racing Post currently displays real-time price feeds from nine bookmakers, with the ability to let customers click through directly to the bookmaker's own website. In addition to pricing and odds information, Push Technology's solution also enables Racing Post to distribute a broad range of additional data.

According to Paul Carse: "Diffusion is proving a very powerful and diverse toolset for us, allowing us to provide our customers with additional value-added services such as in-race live text commentaries, analytical statistics, race status data as well as a fast results service. Diffusion can also generate triggers for Racing Post customers, letting them know when new website content - such as a live news ticker - is available."

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Paul Carse
IT Director
Racing Post

The Future

To make full use of the flexibility of the cloud infrastructure, Racing Post plans to change the way its servers connect to the real-time price feeds. The new architecture will utilise a pair of master servers to distribute the price feeds to a number of slave servers that handle the connection load. Scaling up or down to meet demand can then happen literally at the touch of a button. Paul Carse shares his vision: "We'll be able to scale our servers up and down to match demand each day and even by the hour, using the cloud infrastructure in the most cost-efficient way. Eventually, the servers will even be able to monitor themselves and trigger the deployment of extra infrastructure when and as needed, so it all becomes fully automated."

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 applicati;ons critical to revenue growth, customer engagement, and business operations. Learn how to deliver apps at scale and speed at **www.pushtechnology.com**

Contact Push Technology today for more information on how Diffusion can transform your business.

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