

The Sports Predictor: Diffusion™ Powers Innovative Football Trading Game



Quick Facts

Industry

- e-Gaming

Challenges

- Trade Premier League football
- Required a high performance communications system
- Deliver accurate and up-to-the-millisecond data to thousands of users at the same time

Solution

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

Benefits

- Technically mature and reliable
- Use for real-time gaming externally and internal communications between servers
- Expert technical support from Push Technology

Summary

Online football trading game, The Sports Predictor, uses Push Technology's **Diffusion** platform to push live data to players. Launched in 2013, the start-up has ambitious growth plans.

The Challenge

The Sports Predictor website offers free-to-play contests for an online football game that lets players predict team finishing places over pre-defined time horizons, such as the end of season, the month or week. The game is played with points that are automatically allocated to a player's account, but players can also purchase additional points. The top players are ranked by performance in a leader board and the top ten players can win cash prizes monthly, as well as at the end of the football season.

The idea behind The Sports Predictor is to trade Premier League football in an innovative and intelligent way. To make this work, however, it is key that the website can provide live updates to a large number of concurrent online users, and process plays and deals in real time.

Right from the beginning and before the concept for the game was even fully developed, the team behind The Sports Predictor knew it had to build its product around a high performance communications system that would be able to push accurate and up-to-the-millisecond data to thousands of users at the same time.

The Solution

After reviewing a number of different data distribution solutions, the development team quickly selected Push Technology's **Diffusion** platform.

"With its long list of customers in the gaming and betting industry, **Diffusion** already had a strong reputation in the marketplace," recalls The Sports Predictor CTO Daniel Glenn. "The **Diffusion** platform is not only technically mature and very reliable, but the people at Push Technology are also constantly innovating and moving forward to make their technology even better. What's more, they are a cut above the rest - good technical experts that can communicate, listen and understand your needs."

With the decision for **Diffusion** made, the development team around Glenn decided to use the powerful data distribution features of the platform, not only for providing real-time gaming data to The Sports Predictor players, but also for most of the internal communication between the servers that sit at the core of their IT system. "It's important that any data or system changes get translated through to the server immediately, so it made sense to make the most of the high performance communications platform that was already there," explains Glenn.

Glenn's team is also working on a mobile-optimized platform, which will provide a seamless user experience across all mobile end devices.

"That's another strength of Diffusion, the platform makes it easy to build a great user experience, independent of the device."

Daniel Glenn,
The Sports Predictor
CTO

The Outcome

The Sports Predictor was first launched in early 2013 and has since grown fast. The platform has been hosted in Telefónica Digital's cloud since September 2013, taking full advantage of the partnership between Push Technology and Telefónica, and reducing overall costs.

The Future

With a growing user base, The Sports Predictor now has plans to launch a second football predictor game on the same platform, which will feed into the original game and be integrated into social media platforms such as Facebook. Glenn's team is also working on a mobile-optimized platform, which will provide a seamless user experience across all mobile end devices. "That's another strength of **Diffusion**," he says, "the platform makes it easy to build a great user experience, independent of the device. The proof of concept was already very successful, now we are working on making the mobile platform available to our users."

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

Contact Push Technology today for more information on how **Diffusion** can transform your business. Phone: **+44 (0) 20 3588 0900** Email: **sales@pushtechnology.com**
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