PUSH TECHNOLOGY™

5 Ways to Get a
Sports Betting Dream App
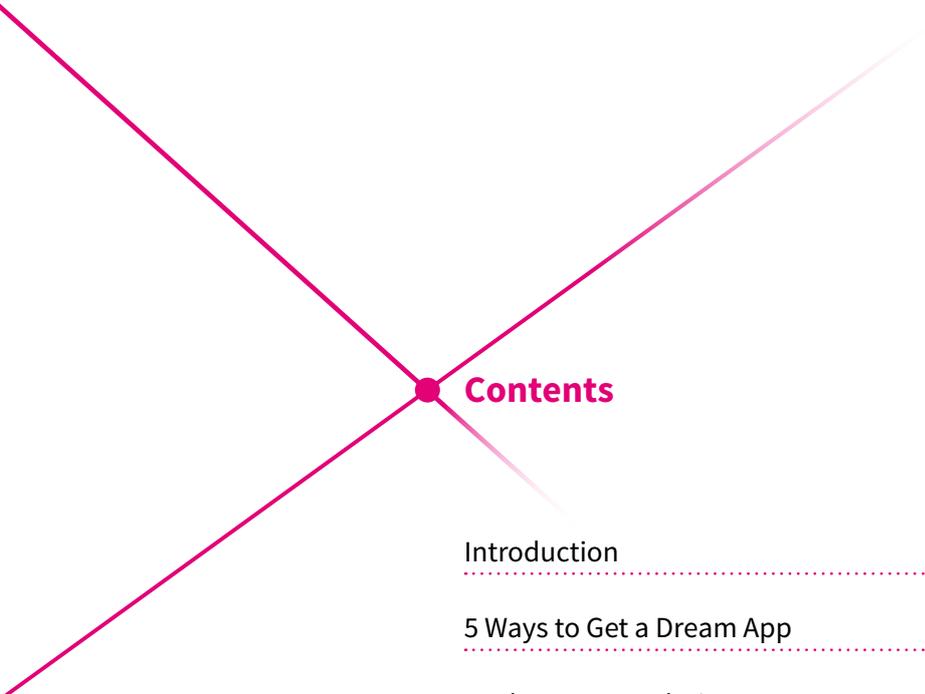
Contents

Introduction

Online gambling is steadily increasing globally, with governments moving to regulate the practice according to the latest publication "Global Online Gambling and Betting Market 2015". Mobile devices are increasingly being used to access gambling sites and that the growth of online gambling has led to consolidation in the companies offering gambling.

In 2014, Europe was the largest online gambling market in the world and is set to increase, as countries like the Netherlands adopt new online gambling regulations, seeking additional tax revenues. Across the UK, France and Spain, betting, in particular sports betting, was the largest segment of the online gambling market in 2014, while in Italy it was outperformed by casino games. In the USA, of the three states allowing online gambling, New Jersey generated by far the largest revenues in 2014. More states are expected to adopt rules concerning online gambling as revenues continue to grow, though at a somewhat more moderate level than was forecasted a year ago. Globally, things are changing across Latin America and Asia-Pacific.

If you are already delivering online gambling services via an app, you know you need to be unique and better than your competitors to keep your users. Consider that in a survey by Flurry, the average user has 65 apps installed on their phone, but only uses an average of 15 apps per week. Moreover, according to a recent study on 'App Attention Span', 65% of participants confirmed that their expectations of app performance were increasing over time – with almost half stating they are less tolerant of problems with apps or websites than they used to be.

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The bottom line is to meet the demands of the eGaming and sports betting market, you need to deliver a reliable and high-quality mobile experience to protect increasingly important mobile device revenue streams and customer interactions – no matter how demanding. The 'app attention' study revealed that smartphone and tablet owners will reward businesses that get it right: 30% will spend more money with an organization that has a good mobile app and 29% would pay more for a product or service if an organization's app performed better than its competitors.

With that in mind, what can you do to make sure that your app is used time and time again? Is there a recipe to get your dream app? We believe there is.

5 Ways to Get a Dream App

1. Extreme App Performance

In an article about why mobile apps are here to stay, CEO of Front Row Solutions, Etien D'Hollander said, "the best apps are the fastest apps. If you can get in and out of the app with the information you need in seconds, chances are you'll have a successful app." While content is important, people are impatient. They want precise, specific information and they want it now. Delays only encourage a user to close the app, and not return.

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Should You Care?

Your app works, but with the unpredictability of how sports events will end, odds are forever changing and your app cannot keep up. Bettors end up spending more time looking at their device (phone, tablet etc.) than watching the game; they get frustrated and give up.

One example is Racing Post, 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.

What Do You Need to Do?

Extreme data management. You need to deliver fast, real-time access to the information your customers want. That requires extreme data management.

– Model data in an intuitive, hierarchical structure based on topics

– Define what's delivered, when and where at a granular level with an advanced publish/subscribe model

– Gain data insights – who is connected, what are they looking at and where are they?

– Send deltas only, not data that hasn't changed

– Automatically remove out-of-date and stale messages

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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, IT Director, expected 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."

Manage your data so you won't slow down the app, or worse, cause it to crash.

2. Network Problems? Get Extreme about Data

As end users are increasingly making mobile devices their primary connection point, and as home broadband and mobile network technology have improved (both in performance and price), expectations on usability, capability and performance of apps has correspondingly increased. However, the Internet has several issues, especially relating to consistency and capability. With network pressures and constraints, users can experience slow load times or dropped connections, varying greatly by geographic location. Major metropolitan hubs typically have great performance,

but suffer from saturation. More rural areas are struggling to catch up, often still supporting 3G at best. However, end users expect to receive the same slick and responsive experience using an app when they're out on the road connected over a 3G network as they do when they're using their laptop at home and at work.

Given these constraints, developers have been forced to become more intelligent about the quantity of data that is sent, resulting in a focus on data quality. Put another way, developers are now struggling to provide the best "bang for your buck" data, making app development slower and more tedious. Using technology that manages this intelligent data distribution saves countless development hours and cycles, bringing those performing applications much more quickly to market, with lower development costs.

Should You Care?

Network pressures are particularly relevant for eGaming companies, especially when it comes to in-play betting. Users are constantly struggling with network issues when they are sitting in a stadium with thousands of others all trying to use their betting apps. These delays aren't restricted to stadiums though, as any major event can lead to more traffic, meaning more delays and waiting. Loading icons or even app crashes due to poor service are frustrating to users and will thwart revenue opportunities for betting companies.

What Do You Need to Do?

Extreme quality of service. When developing your app you must keep in mind that Internet connections can be unreliable and disconnection and reconnection can occur without warning. Internet connection speeds can vary between different clients and devices and different Internet connected devices vary hugely in performance, form factor and technology speed. What's required is a way to efficiently distribute data to employees, machines and customers through web and mobile applications without affecting your organization's application performance. So, the aim of the game is to minimize the volume of data you need to serve your customers and lessen the strain on the network, all while ensuring you're able to respond efficiently to volatility in demand. Sending the data that matters (typically only the data that has changed) becomes critical to a successful user experience. That means addressing the challenges of the network – bandwidth and network availability – head on. Ensure you develop your app with:

– Live data model cached at the edge of the Internet

– Continuous monitoring – and adjustment – to Internet roadblocks; your "air traffic controller"

– Continuous monitoring – and adjustment – of every connection (i.e. device)

– Instant reconnection when connectivity is lost

3. Support All Platforms and Devices

Are you able to support the numerous devices, brands and smartphone apps entering the market every day? Developers are constantly trying to create more innovative apps across many app stores and devices. But to do this, you need developer resource and that can get expensive, fast impacting your profits. It might not be necessary today to support customers across all platforms, but it will be tomorrow if your app goes viral.

Should You Care?

New CEO of William Hill, James Henderson, [discussed](#) the main goal of his company – to have a "one customer proposition" where consumers can enjoy the same experience via any product or outlet. He said, "multi-channel customers are inclined to spend more, and if we get this right, it'll mean higher yields, higher retention… We're starting to use technology to drive multichannel…" So you are building or improving an app for bettors. What device do you develop for? And on what platform? Or you've already got an app but you've developed it for a particular platform and one device. Now you're restricted to who can use your app, limiting your success.

What Do You Need to Do?

Extreme support for all devices. Your business needs to ensure that your app is open to all platforms. To avoid expensive development projects per app, your developers should have an environment that enables them to write once and deploy anywhere, whether it's for the browser, a hybrid mobile application or native applications for iOS, Android or Windows phones or tablets. Make sure that integrated with your development platform is the technology to cope with scale, performance and data efficiency to solve the other challenges.

4. Apps for the Extreme Masses

According to [adadapted.com](#), the average Apple developer has five apps on iTunes, with approximately 40,000 downloads per app. Google developers also average five apps, with approximately 60,000 downloads apiece.

Build an app with these figures in mind, and remember that if your betting app is more successful, you could suddenly have hundreds of thousands of users hitting it simultaneously. An app not built with scale in mind can have a huge impact on a business, from negative impact on your brand reputation to loss of customers. Organizations must have the toolset to develop web and mobile applications that can scale quickly to meet large numbers of concurrent users. Most organizations tend to focus on how the cloud can help, rather than looking at improving scale at the application level through data.

Should You Care?

It's the FIFA World Cup Final and suddenly the match takes a turn… it looks like Argentina will actually beat Germany. Unexpectedly, bettors are hitting your app; you've gone from 1,000 users to 100,000 and you can't handle this number of connections. Your app crashes and bettors are left angry and frustrated.

Operating in a highly competitive gaming market, populated by increasingly savvy punters with high service expectations, Betfair handles high volumes of fast changing data on a daily basis and presents it to customers quickly and efficiently to prompt betting activity. Realizing that its traditional polling model no longer offered the scalability, speed and performance it needed to manage the delivery of volatile real-time data, the company planned a change.

No matter how unpredictable the demand, Betfair needs to be able to present frequently changing data at very low latency so customers can leverage betting opportunities. At peak times – such as a major football game on a Saturday afternoon – Betfair's pricing service can receive tens of thousands of data requests from customers every second.

What Do You Need to Do?

Extreme scale. You need the ability to rapidly scale if users suddenly increase, to make sure you can offer up-to-date, relevant data. You need to have a technology that can help you scale your existing infrastructure by scaling linearly with incredibly low latency.

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Following an extensive evaluation, Betfair selected Diffusion from Push Technology as the best solution to meet its needs. Easy to implement, and requiring limited infrastructure remodelling, Diffusion supported all current and future devices and resolved mission-critical latency issues.

Betfair is now able to stream information directly to user browsers, notifying and updating customers with scores and pricing information within milliseconds of a change taking place. Implementation of the Diffusion technology platform means that instead of customers having to continually refresh score information they are now notified immediately when there is any change. As a result of reducing the volume of requests the company's servers now have to manage, its website and web services are far more responsive.

Make sure your app is developed in a way so that it can handle peak eGaming events, because if you don't, if and you cannot cope, you've lost business.

5. Extreme Innovation and Differentiation

Great app design is key, but data is the make-or-break.

Great app design is key, but data is the make-or-break. Data comes from dozens, sometimes hundreds of systems and can change at dizzying intervals. It needs to be useful and needs to be as close to instant as possible. Give consumers an easy-to-navigate app that delivers a suite of key functionalities and mobile services through an intuitive, engaging user interface that delivers the right data.

Should You Care?

More and more eGaming companies have been buying 'complete packages' from software suppliers rather than building their own platforms. However, some are starting to realize that this is hugely expensive, involves costly upfront licensing models and ongoing revenue share. Many competing vendors are using the same platform, essentially white labelling the application, which impacts innovation and differentiation. And because some have a monopoly on the market, how can you differentiate as a company? Smart eGaming organizations are opting to build their own platforms because this model is not sustainable. With many people on the same platform, customers see the same features and user experience so obtaining customer loyalty becomes harder. As a result of the monopoly, eGaming organizations are held hostage when wanting new features because the whole market is reliant on innovation from one main vendor. Ideally, use a different model – build your own platform so you can innovate and differentiate and get the tools you need to get the right data to your platform.

What Do You Need to Do?

You need the ability to develop apps that are different and innovative, have the right look and feel, navigation and engaging interface and the right data.

Extreme innovation and differentiation. You need the ability to develop apps that are different and innovative, have the right look and feel, navigation and engaging interface and the right data. Your development team shouldn't use templates that dictate the look and feel of the user interface and the flow of the user experience. Instead, the development environment should be built on top of open, standards-based technology such as Eclipse and Apache Cordova so it's entirely flexible, allowing the developer freedom to design for a high quality user experience.

888 Holdings PLC (888) is one of the world's most popular online gaming entertainment and solutions providers. At the forefront of the online gaming industry for over a decade, 888, and its B2B arm Dragonfish, allows both players and B2B partners to enjoy a world-class gaming experience.

888 is expanding rapidly in new markets, offering new gaming entertainment all while complying with different regulatory requirements. To support this growth, 888 turned to Push Technology – and our partner IBM with its solution IBM MQ – to further extend its powerful gaming experience.

888 is one just one example of a market leader using Push Technology to turbocharge apps that run over the Internet. With Push Technology, our customers stream data to and from tens of thousands – even millions – of devices. And they do that without breaking the bank or breaking the network.

Push Past Boundaries

Developing apps is no easy task, and developing them to offer extreme data management, extreme quality of service and extreme speed and scale is not easy. End users complain most about the speed of an app and the information available when using that app.

The Internet is a world of unknowns – what is the speed of the connection, reliability, available bandwidth, what's the device, operating system, browser or app version? Moving data in this unknown environment is a fundamental challenge, yet your developers should be focused on building dream apps rather than solving these problems on their own.

With Push's Internet Messaging products, you can implement a platform that overcomes the limitations of business systems, the unknowns of the Internet, and device complexity – to stream data at extreme scale and speed, to and from millions of concurrent connections in milliseconds.

Push Technology gives your data-intensive apps a performance edge – it's like dropping a turbocharged engine into your Internet-connected devices - and is architected and deployed in the way that works for your business.

Diffusion™	{Reappt}™
Internet Messaging with the power to stream data at extreme speed and scale.	The only enterprise-grade Internet Messaging available in the cloud.

Diffusion is the dynamic solution we need as we are planning to significantly scale our offering over the next 12 months," says Matthew Colledge, CTO, Offsidegaming. "It will integrate seamlessly with our sports book platform, and power our B2B services to deliver exciting new opportunities to our partners and customers. Gaming is a fast moving business so working with the market-leading solution is a no-brainer as it will help us keep innovating and providing a state-of-the-art betting experience.

About Push Technology

Push Technology makes the Internet work for the mobile-obsessed, app-loving, everything connected world. Using our market leading Internet Messaging technology, we help organizations overcome the unknowns of the Internet, including devices that connect to it, move massive amounts of data to and from your web and mobile apps, all while minimizing costs and maximizing revenues. Our solutions, Diffusion and Reappt, take a fundamentally different approach to extreme data handling and extreme speed and scale solving performance at scale so organizations can accelerate their project timelines while lowering risks. Learn more at www.pushtechnology.com or www.reappt.io.