

Push Technology Releases Diffusion 6.0

Out-of-the-Box Enterprise-Grade Real-Time Messaging & Data Streaming Solves the Challenge of Data Management for IoT & Mobile App Development Teams

SAN JOSE, CA, and LONDON, UK, October 18, 2017 – [Push Technology](#), the leading real-time delta data streaming and messaging provider, today announced the release of [Diffusion™ 6.0](#) - Push Technology's patented, bi-directional, delta-data streaming and messaging platform is available on-premise, in-the-cloud, or in hybrid configurations.

Speed, resiliency, and ease of scalability are the fundamental requirements for Mobile and IoT application development. Challenges created by unreliable and congested networks stand in the way of meeting these requirements. Diffusion 6.0 is an out-of-the-box, Enterprise-grade, solution that easily integrates with new and existing application architectures - providing a flexible, reactive, and efficient data layer to solve the challenge of business application data management.

Sean Bowen, CEO of Push Technology, explains: "With our latest release we are delivering an Enterprise-grade, data streaming and messaging solution which is simple to deploy and provides customers with the flexibility to start small and add functionality as their requirements expand. Developers no longer need to spend time building real-time data management for their applications because everything they need is available in Diffusion 6.0. We have also focused on enhancing and automating the scalability of Diffusion to fuel application growth. Many organizations attempt to address scalability using traditional techniques and solutions which weren't purpose-built for mobile and IoT applications. These technologies can be cumbersome to integrate and do not reliably scale. We offer a single solution that does it all."

The new Diffusion release includes two add-on modules plus enhanced features to further offload development team tasks with out-of-the-box functionality.

The Scale & Availability Pack and the Auto-Scale Pack are designed to allow application developers to select enhanced Diffusion functionality specific to their application use case(s) requirements, as they scale and grow. The Scale & Availability Pack offers functionality including clustering, fan-out, and persistence – focused on addressing the challenges of resilience, geo-dispersement of data, and scaling to large audiences. The Auto-Scale Pack integrates [Kubernetes](#) and [Prometheus](#) to facilitate fast, simple, application deployment which enables Diffusion applications to be conveniently "containerized," and easily managed, monitored and scaled.

The new Diffusion 6.0 out-of-the-box functionality simplifies and speeds the development process with:

- **Time series data.** Time series are ordered series of events. Effective management of time series data is useful for tracking account history, managing inventory or logistics, and for collaborative applications, e.g. chat.

- **Typed request-response messaging.** Diffusion now allows applications to send request messages or data to a client, a set of clients, or a message path, and the recipient of the information can respond directly to the request. Diffusion takes care of data conversion, allowing applications to pass instances of the data type directly to and from the API. Importantly, this allows customers to co-ordinate messages sent with messages received enabling proper transactional interactions.
- **Support of new data types.** Diffusion now supports int64, string, and double. This new support enables developers to efficiently build applications without the need for complicated data transformations.

Push Technology earned its blue-chip reputation in sectors where real-time data delivery is critical to successfully execute time-sensitive and business-critical financial transactions. eGaming and financial services were early adopters of the company's technology. Today, Diffusion processes £5.2 Billion in bets annually for leading gaming industry brands, a huge volume of trading data for financial institutions, and manages data for IoT applications in the healthcare, media, energy, transportation, and many other markets across the IoT.

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About Push Technology

Push Technology pioneered and is the sole provider of real-time delta-data streaming and messaging technology that powers mission-critical business applications worldwide. Leading brands including: 888 Holdings, DAB Bank, IBM, IHSMarket, Consors Bank/BNP Paribas, Lloyds Bank, Racing Post, PaddyPower, and William Hill, use Push Technology to fuel revenue growth, customer engagement, and business operations. Available on-premise, in-the-cloud, or in a hybrid configuration, to fit the specific business and infrastructure requirements of the applications operating in today's complicated, everything connected world. Learn how Push Technology can reduce infrastructure costs, and increase speed, efficiency, and reliability, of web, mobile, and IoT applications at www.pushtechnology.com.

Media Contact:

Darren Cottom

Push Technology

+44 (0) 1295 713172

+44 (0) 7713 652216

darrencottom@btconnect.com

Twitter: @darrencottom