

## Sportingbet Builds New Sportsbook Application, Cuts Bandwidth Consumption and Grows Revenue by 20-30% with the Diffusion® Intelligent Data Platform™.



### Quick Facts

When sports eGaming company, Sportingbet, wanted to offer their customers an enhanced online gaming experience, and reduce the company's operational & infrastructure costs, they turned to Push Technology for a solution.

### Industry

- eGaming

### Challenges

- Improve the customer experience.
- Reduce operational costs.
- Innovate to grow revenue.

### Solution

- Push Technology's Diffusion Intelligent Data Platform

### Benefits

- 20-30% revenue growth.
- Real-time data distribution of odds to customers for in-play, in-the-moment betting.
- Enhanced customer experience

### Overview

Sportingbet has an aggressive global growth plan, to take advantage of increasing broadband penetration and to provide a high level online sports betting service to a geographically diverse customer base. It needed to improve the customer experience through real-time market data, which was being held back by bandwidth constraints and legacy systems.

Following the acquisition by GVC Holdings, Keith Laidlaw CIO at GVC needed to cut IT costs by 50 percent to help make the company profitable.

*"In a competitive landscape, it was extremely important to balance the need for e-Gaming innovation and customer experience with the requirement of streamlining data efficiencies and making greater savings on bandwidth. Only then could the company achieve its aggressive growth targets,"* explained Laidlaw.

### The Challenge

There were three areas to be addressed:

1. Improve the customer experience by providing real-time market information, improving the 10 second delay in delivery it was experiencing.
2. Reduce bandwidth consumption to deliver business operation cost savings.
3. Reduce the size of the web estate with extreme data management.

### The Solution

Sportingbet selected Push Technology's Diffusion Intelligent Data Platform because they recognized that continued investment in software infrastructure was critical to ensuring their competitive advantage.

The company has trading teams worldwide that watch sporting events and must rapidly adjust odds in the sportsbook system as match events happen. Historically, Sportingbet had delivered all dynamic data in its sportsbook system via bandwidth-hungry polling. To reduce bandwidth consumption and deliver the data in real-time, Sportingbet needed to stream data. Diffusion was selected for its advanced publish/subscribe model that enabled Sportingbet to organize its data in an intuitive, hierarchical structure based upon data topics and subtopics. With the Diffusion Intelligent Data Platform, Sportingbet can now:

- Define what data is delivered, when it is delivered, and to what device it is delivered.
- Quickly gather insights into user data: who is connected, what they are viewing, and where they are located.
- Optimize their bandwidth with Diffusion's delta data streaming, sending only changed data, saving time and bandwidth, and reducing data transmission frequency.
- Automatically remove out-of-date and stale information. With intelligent, real-time, delta-data streaming, Sportingbet only has to send the most up-to-date and relevant data.

The result according to CIO Laidlaw is, *"The figures when testing Diffusion were remarkable. We were expecting it to handle 30,000 concurrent connections, but three averages showed 60,000, 80,000 and 102,000."* He went on to say, *"From the testing stage we knew that Diffusion would play a critical role in enabling us to extend our business globally."*

*Following the Sportingbet acquisition by GVC Holdings, Keith Laidlaw CIO at GVC needed to cut IT costs by 50% to help make the company profitable.*

*“In a competitive landscape, it is extremely important to balance the need for eGaming innovation and customer experience with the requirement of streamlining data efficiencies and make greater savings on bandwidth. Only then could the company achieve its aggressive growth targets.”*

**Keith Laidlaw, CIO GVC**

### **The Outcome**

Push Technology has been a key partner in helping Sportingbet achieve its long term growth strategy. *“In the three years since implementation, we have seen a 20-30 percent growth in revenue thanks largely to our IT investments. With Diffusion’s delta data streaming solution we have the ability to push changing odds to customers in a timely manner, enabling us to improve customer engagement and exceed our growth targets,”* explains Laidlaw.

Using Push Technology’s extreme data management capabilities, data distribution has improved, with in-play price updates now occurring in real-time. With services and tools such as the in-play application working faster, Sportingbet customers now enjoy an improved customer experience.

Sports betting generates up to 60 percent of the company’s revenue and a major new initiative is the match visuals. Push Technology has helped Sportingbet deliver visualizations of matches using real-time data to provide updates on screen. Laidlaw explains, *“Take tennis for example. Customers are able to follow a match with real-time updates mapped onto a tennis court. Diffusion enables us to push the latest data such as the results of each point and the next player on serve. This intelligent innovation makes games more engaging for the customer, improving the in-play experience.”*

### **The Future**

Diffusion is integral to future international growth for Sportingbet between the UK and Sportingbet’s Australian datacenters. All data will be handled by Diffusion, publishing data to all Sportingbet customers and companies. Sportingbet is in the process of developing new solutions with Diffusion and plans to ensure all market and sport related content is delivered with the help of Push Technology, and identify betting trends, so that more relevant and personalized information can be distributed to customers.

Laidlaw confirms, *“Push Technology is a leader in the eGaming industry and with a number of companies using the technology it is becoming easier to form partnerships. This is leading to the creation of a unified method for publishing data which is usable on desk top browsers and mobiles or tablets. This gives us a huge opportunity to start doing sophisticated things with native applications, as well as enabling us to more rapidly identify trends in our customer’s activities.”*

*Laidlaw concluded, “Diffusion has made a real, valuable difference to the way we work.”*

*“Using Push Technology’s Diffusion Intelligent Data Platform, we have the ability to push changing odds to customers in a timely manner, enabling us to improve customer engagement & exceed our growth targets,”* explains Laidlaw.