

Push Technology Expands Latam eGaming Presence

Ganchrow chooses Diffusion Cloud to overcome poor ISP quality-of-service and to deliver substantial 73% message data savings

SILICON VALLEY, CA, February 27, 2020 – [Push Technology](#), the pioneer and leader in real-time intelligent data streaming and messaging solutions, today announced that [Ganchrow Scientific](#), the Costa Rican-based provider of statistics-driven sports data for the North and South American markets, has chosen Diffusion Cloud, Push Technology's Real-Time API Management Platform, to help them address the challenges of inadequate local ISP quality-of-service, enhance the speed and ease of application development, reduce bandwidth costs and increase performance by reliably delivering real-time data to global customers.

Ganchrow Scientific has its roots in the hedge funds of Wall Street and the offices of academia. The company offers a complete betting platform, as well as fully-managed and self-managed lines so customers can choose a turn-key solution for their sportsbook, or they can integrate Ganchrow's high-quality data into their existing operation. In Ganchrow's first month of production it processed 5.5 billion messages through Diffusion Cloud – without a hitch.

Scott Eisenberg, Principal at Ganchrow, said: "Diffusion Cloud solves the native infrastructure reliability challenges in Costa Rica and removes the ongoing IT maintenance burden from our team. These are huge bonuses in a geography where ISP quality-of-service is unreliable, and the pool of high-quality technical talent is tight and expensive."

Eisenberg continued: "Our application runs across geographically dispersed locations and it must serve thousands of customers concurrently, operate reliably regardless of fluctuating demand and quality of user connections. We must deliver accurate betting data to our customers in real time – Diffusion Cloud assures we meet this requirement."

Brian Alonso, Senior Software Engineer at Ganchrow, comments on Diffusion's high value to Ganchrow's operations and development: "We have seen a huge 73% savings in messages using Diffusion's new Topic Expansion feature. Now, we can update all events simultaneously, with each event mapped to its own topic, and clients only need to subscribe to the topics users want to see at the moment. Diffusion Cloud was fast and simple to implement, and the support and documentation are excellent."

Sean Bowen, Push Technology's CEO, comments: "At Push, we have developed our market expertise over the last decade and a half, via continual one-on-one engagement with the business and technical teams in the major eGaming companies. As such, our technology has evolved in lock step with the stringent requirements of the eGaming market. We are now expanding our leadership position into the younger, emerging Latin American eGaming market."

Whenever Ganchrow adds, modifies, or replaces a back-end system, Diffusion Cloud minimizes the impact of changes on their applications, speeding market delivery of new functionality and devices. Over time, Ganchrow plans to take advantage of additional functionality of Diffusion Cloud to tune and expand their product functionality of their real-time, data-driven products.

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About Push Technology

Push Technology pioneered and leads the market in real-time data streaming and messaging solutions that power mission-critical business applications worldwide. The Diffusion Real-Time API Management Platform delivers centralized data management, optimization, and integration to simplify application development, reduce infrastructure requirements, and speed time-to-market. Leading brands, across industries including: financial services, transportation, energy, retail, healthcare, eGaming, Internet-of-Things companies and more, use Diffusion to fuel revenue growth, customer engagement, and business operations. The Diffusion platform is available on-premise, in-the-cloud, or in hybrid configurations, to fit the specific business and infrastructure requirements of the applications operating in today's 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.