Data On Demand

PUSH TECHNOLOGY

CASE STUDY

Push Technology Helps bet365 Become an In-Play Industry Leader with Diffusion™

bet365, the world's leading online sports betting company, discusses how the drive for high performance and scalability led them to Push Technology and its market leading software, Diffusion.

The Challenge

Innovation lies at the heart of the bet365 business and has done since its inception. Whilst competitors focused on replicating the offline experience online, Denise Coates, bet365's founder saw an opportunity to secure a leadership position by tackling the technical complexity of In-Play betting - the ability to make a bet while a sport is in progress.

The first version of the In-Play product was a pull system implemented in Flash, which polled the back-end system to get its data.

However, the system struggled to keep up with the demand being placed on it at busy times. The caching solution could only efficiently manage a limited amount of data. The inherent latency challenges that resulted meant the provision of real-time odds data, the backbone of In-Play betting, could not be achieved.

The team at bet365 quickly realized that to overcome the latency challenge, cover more events and scale efficiently, they needed a more intelligent way of delivering data.

In particular, bet365 wanted to:

- Increase coverage
- Reduce latency
- Match more bets

At this time bet365 was also looking at delivering a push mechanism for its new financial product and felt that this could work for In-Play. However, when they tried to implement the product they found the financial system imposed constraints on the data structure, which the sports data could not easily fit into.

"At peak times – most Saturday afternoons – we get somewhere in the region of 2 million concurrent users," Martin Davies

bet365 found Diffusion easy to implement, integrate and deploy with our custom code

The Solution

Certain that a push mechanism was the way forward, bet365 evaluated a number of technologies. After careful consideration the company chose the Diffusion system because of its ability to work with any data without imposing structural constraints.

"We liked Diffusion because it offers a transport mechanism that doesn't impose limits or structure on the data sent across it. This made it ideal for our sports betting system," said Martin Davies, CTO at bet365.

"Furthermore, we found Diffusion easy to implement, integrate and deploy with our custom code" continued Martin Davies.

The Outcome

Not only did bet365 have a system that supported its In-Play aspirations, it also gained significant competitive advantage from Diffusion's features. In fact, bet365 has the awards to prove it, having won EGR's (eGaming Review) In-play Sports Operator of the Year, two years running.

"Diffusion was a major driver for the growth of our In-Play service. It enabled us to increase the product range, improve our capabilities, reduce latency and increase coverage. This was a big differentiator for us," said Martin Davies.

There were other significant benefits to implementing Diffusion. It allowed bet365 to develop a live odds banner advertising system that utilises the same In-Play data. This is where the true scalability of Diffusion comes into its own.

"Between the banner advertising system and the In-Play system we handle somewhere in the region of 2 million concurrent users at peak times," said Martin Davies.

"Diffusion was a major driver for the growth of our In-Play service," Martin Davies

The Future

bet365 continues to look at ways of exploiting the capabilities and features of Diffusion.

"It's important we work with companies like Push Technology, who can deal with us at a technical level and have the capability to react quickly," said Davies.

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