

insum

Tap 50:50 Raffle System
with Oracle APEX

Insum Helps E-Raffle Company Beat Industry Leaders To Market

Tap 50:50 Raffle Systems

BUSINESS NEED

Tap 50:50 needed a quick and secure raffling solution to meet government regulations and to gain a competitive edge.

THE SOLUTION

Insum quickly developed a rich responsive application using Oracle Application Express (APEX), while maintaining airtight security.

THE RESULT

Among the first to win certification for online raffles, Tap 50:50 are now in the field outperforming and winning market share from industry leaders.

WORKING WITH A ONE-STOP SHOP

Tap 50:50 had a big idea and a bigger business problem.

Their idea was to extend the reach of 50:50 raffles beyond live events and into the online arena. But they needed to find a partner who could help them develop systems that were elegant and secure – without taking a piece of the intellectual property.

They also needed a partner who could get them ready in time to meet the regulatory gaming certification requirements of Saskatchewan – the first province in Canada to approve online raffles.

Insum provided the right mix: a “one-stop shop” solution that combined the speed and agility of APEX with the robustness and security of the Oracle databases.

“ What I liked about working with Insum was that the SOW was very accurate. They met all of Chris’ needs (and if he’s happy, I’m happy, he’s our technical wizard). ”

Sean O'Hagan
CEO, TAP 50:50

Insum provided exactly what Tap 50:50 needed right away.

Connect to an e-commerce platform ›

They were able to connect the raffle back end to an e-commerce platform that would enable not only event-based raffles, but also online raffles – a new gaming industry on the verge of exploding. Using APEX, Insum developed a shopping cart that could elegantly and securely dovetail with Tap 50:50's existing system and provide a good user experience.

◀ Rich mobile applications

Because mobile ticket sales represent a big business opportunity, Insum was able to leverage the rich mobile application development features of APEX to make sure the system could support mobile raffle ticket selling as well.

ORACLE APEX: SPEED & SECURITY

Using Oracle APEX, Insum developed a shopping cart that could elegantly and securely dovetail with Tap 50:50's existing system and provide a quality user experience. Because mobile ticket sales represent a big business opportunity, Insum was able to leverage the rich responsive application development features of APEX to make sure the system could support mobile raffle ticket selling as well.

There was a huge focus on design and usability, while maintaining airtight security. The application would handle credit payment through a secure service called Stripe, which allowed the application to process payments without storing any credit card information.

Over the intense, five-week iterative development period, Insum developers worked closely with Tap 50:50 partners – trading questions and answers that sharpened the focus of the project and circumvented costly deadends.

With Insum and Oracle APEX, Tap 50:50 was able to reap the benefits of having one vendor and technology stack for operating systems, the database software and web development applications. It meant that they didn't have to figure out the latest database or development platform, find the patches for it, or identify and patch security issues.

And because Insum has developers from all over the world, having an online development platform meant they could control and monitor the design remotely on an ongoing basis.

BEATING INDUSTRY LEADERS

Insum's developers were flexible throughout, dealing with issues that popped up that needed addressing from a regulatory standpoint. At the same time, Tap 50:50 was dreaming up features that Insum could move quickly to design and implement, which included notification and lead capture features that turned out to be game changers.

In the end, the project was delivered on the money. Tap 50:50 won certification in Saskatchewan, just in time to sign up their first stadium sale – beating out the industry leader for the job. They've already signed a minor league hockey team and they're also working with provincial arts and music festivals that will team up for a Festivals of Saskatchewan Lottery.



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ABOUT US

Oracle Specialists, APEX Experts. We are a highly creative solution center developing innovative applications for clients and partners in North America.