



# Push Technology

Investment Focus





## Vital Statistics

Sector	Software as a Service
Founded	2006
Investment Year	2014
Current Investment	£120,000 <1% equity
Website	<a href="http://www.pushtechnology.com">www.pushtechnology.com</a>

# About Push Technology

Founded in 2006 and headquartered in London, Push Technology, a provider of enterprise messaging and Internet communication solutions, is leading the market in the delivery of real-time push engine solutions.

Push Technology solves the complexity around data distribution by removing redundant data to offer organisations intelligent delivery of real-time data to any device regardless of connectivity or location.

Push Technology works with organisations in the e-gaming, financial services, telecommunications, media and broadcast and transportation sectors to optimise data, mobile application performance, web scale and data acceleration. Customers include Betfair, Betdaq, Lloyds Bank, Oddschecker, Racing Post, Sportingbet, Tradition and William Hill.

Accurately predicting that demand for Push Technology's products would rise in line with the demand for Internet bandwidth and the requirement for time sensitive data, Tern Plc. took a minority stake in 2014.

# The Software

The Company's robust and innovative flagship communication platform, Diffusion™ helps to reduce infrastructure requirements while delivering high performance and scalable services to any Internet connected device.

With core strengths around cloud, mobile and big data, Push Technology is central to delivering the right data, quickly and intelligently, at scale and with a high quality of service that offers significant business opportunities

Delivering data that's live to the millisecond, Push Technology ensures that businesses can deliver engaging real time customer experiences to drive revenues, increase competitiveness, develop new business models to reduce network strain and recover costs and also elevate consumer engagement across multiple channels in real time.

