DIFFUSION

Intelligent Data Platform

The Diffusion Intelligent Data Platform consumes, enriches, and distributes data among devices, systems, and applications. As a unified platform handling all real-time data streaming & messaging delivery, Diffusion helps eGaming companies simplify and speed development, decrease operational costs, and enhance customers' gaming experiences -- to drive more revenue in existing markets and easily scale to serve new markets.

eGaming Highlights

- Provide an enhanced, hyper- personalized and immersive gaming experience, to increase customer engagement & loyalty

- Offer more events and increase betting opportunities per event to drive revenue

- Deliver instant In-Play, Cash Out, Live Account Update, & other information to hundreds of thousands of customers' mobile devices -- in real-time.

- Simplify development & speed time-to-market for online:
  - Games (Poker, Bingo, Slots)
  - Casinos
  - Scoreboards,
  - Sportsbooks

- Reduce infrastructure costs & complexity to increase reliability, security, and match more bets.

- Assure regulatory compliance across geographies

In today's mobile, always connected, world, online gambling Is exploding around the globe. Web and mobile gaming have existed in the UK, EU, and PacRim markets for years and thrived with the pervasive expansion of mobile devices. Recent legislation to legalize online gambling, and in particular sports betting in the United States, is opening a huge, affluent, and untapped new market.

The commercial opportunities spurred by web and mobile expansion, fresh market opportunities, and technology advances make game development a top priority for established eGaming companies and new entrants -- all competing for a share of the riches to be gained.

Consumers are constantly attached to their mobile devices and expect access to everything whenever and wherever they choose. eGaming companies must deliver a secure, reliable connected experience to differentiate their services and remain competitive.

The Diffusion Intelligent Data Platform enables gaming companies to create and deliver high performance applications for real-time, personalized, customer engagement in order to differentiate from white-label gaming platform providers and to protect and expand market share.

5 of the top 10 global eGaming companies **have used** the **Diffusion** Intelligent Event-Data Platform to assure **secure, reliable** data management, integration, and delivery.

10 Largest Online Gambling Companies by Market Capitalization

Company	Market Cap
William Hill	$5.17bn
Paddy Power	$3.78bn
Amaya	$3.62bn
Playtech	$3.32bn
Betfair Group	$2.28bn
Bettson	$1.66bn
Unibet	$1.58bn
Net Entertainment	$1.24bn
Bwin party	$1.06bn
888 Holdings	$930m

Source: WSJ Market Data Group

Use Case Examples
Customer Engagement

With the explosion of mobile devices worldwide; today, 40% of gambling is online and 51% of online gamblers are 18-34 years old. These gamblers are attached to their mobile devices 24x7x365 and they have high expectations for their online experiences.

To engage and engender loyalty in this demographic, eGaming companies must constantly innovate to entertain, as well as track odds, state-of-play, bets, and payment transactions for their customers -- to deliver an ever more realistic and immersive experience.

The Diffusion Intelligent Data Platform is uniquely able to support feature-rich, real-time, data-intensive mobile experiences, gracefully handling unreliable networks and across the full range of mobile device platforms. Diffusion provides service reliability, speed, and scalability, both locally and across geographies, to allow eGaming companies to match more bets and maintain regulatory compliance.
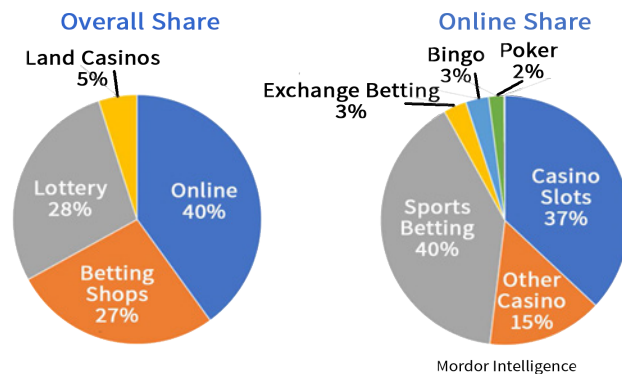
Sports Gambling

Sports betting accounts for 40% of eGaming. Sportsbooks include: amateur and professional athletic events; non-athletic events such as horse, dog, and auto racing; and, has recently extended to reality show contests and political elections. The Diffusion platform is used in online sports gambling to simplify application development, reduce infrastructure requirements, easily and reliably scale to support high volume events, expand across geographies to open new markets and to address regulatory requirements. The result is more betting opportunities and more bets matched to drive revenue.

Sportsbook

> "We saw a **15% increase in revenue** in the first quarter **after going live with Diffusion ."**   Bettson

Sportsbooks thrive on speed and efficiency of data handling, ability to easily accommodate huge scale when popular events occur, and they must be faultlessly reliable and secure. Diffusion ingests and delivers real-time data for streaming odds, live scores and statistics, in-play betting, and reliable cash out, for more betting opportunities and increased gaming revenue. eGaming companies using the Diffusion platform are seeing up to a 50% increase in matched bets for their busy sporting events.

Global Online Gambling Market 2018

Mordor Intelligence

Scoreboard

Scoreboards provide immersive entertainment with real-time game visualization, statistics and scores. eGamer engagement is optimized with in-play, cash out, live account update and history, a wallet, and chat to interact with other eGamers.

Diffusion's data ingestion speed and delivery allow eGaming companies to deliver high quality game visualization, and match more bets, offer more in-play betting opportunities and quickly scale to accommodate hundreds of thousands of eGamers. Diffusion can also provide replay history to inform eGamers for future play.

> "Sometimes we see **prices update even faster than the operator's site** which is **incredible. Diffusion's high performance** has **created confidence and trust in our users' minds,** knowing when they click on a price, that is the one they are betting on."
> Oddschecker

Casino

Gamblers no longer have to travel to bricks-and-mortar casinos in order to enjoy the casino experience. Virtual casinos now provide a full array of casino games including slots, bingo, poker, roulette, and blackjack. Casino games represent 57% of online gaming. Many online casinos have the added appeal of providing odds and payback percentages which are higher than land-based casinos.

Diffusion provides a unified view of all player activity and history data, so the online casinos can easily offer a wide array of player bonuses including: welcome, referral, cashback, no deposit, and sticky bonuses, and comp points. Diffusion enables real-time & on-demand interactions among users via chat as well as games that react to player behavior -- to drive increased play activity and engagement.

Slots

Companies who run both live casinos and online casinos: understand that people love to play slot machines. In many countries, including the United States, slot machines are the most-played casino games. Slot players have favorite slot game types, locations of machines, and often a favorite individual machine in a casino.

There are a variety of opportunities for expansion of slot play in the online arena. For example,

- Casinos can offer continued play on a particular machine by transferring the play to a player's mobile device when they leave the physical machine and want to continue playing.

- Casinos can offer online play on a particular machine when the physical machine is either not available or the player is simply not in the casino.

- Casinos can provide real-time updates on the locations, types of machines, and statistics on the machines including history and progressive jackpots.

The Diffusion Intelligent Event Data Platform can ingest, manage, enrich and distribute all of this real-time data and deliver it to hundreds of thousands of customers simultaneously -- magnifying the return on each machine in a bricks-and-mortar casino.

eGaming Operations
Security

World-class security is absolutely essential to maintain online gaming customer trust and confidence, as well as to protect the eGaming business. Ensuring security policies are applied correctly across all data boundaries can be a significantly complex and costly operation that requires constant monitoring.

The Diffusion Intelligent Event-Data Platform simplifies and consolidates data access, acting as a bulkhead against unwanted exposure of critical, back-end services. Diffusion has a flexible and granular security model which aids cybersecurity initiatives, with easy integration into existing back-end authentication services. As the primary source of access to end-user application data, Diffusion makes monitoring and auditing of active security controls far easier to manage across your entire architecture.

Multi-Region Services - WAN

As companies grow to serve geographically distributed markets, a number of challenges arise. Regulatory compliance and region-specific pipelines require complex architectures. Latency is unavoidable, reducing system performance and impacting the end-user experience, resulting in lower rates of transactions. The cost of moving data from source to consumer, when crossing international boundaries, can rise significantly.

Diffusion is designed to establish cross-region data networks with the platform's "Fan Out" functionality. By efficiently replicating subsets of data in real-time, Diffusion allows you to serve more customers while driving down cross-datacenter bandwidth costs. With the ability to flexibly add and remove remote instances, Diffusion ensures operational economy while providing reliability and resiliency.

"With **Diffusion**, we can **scale our servers up and down to match demand** each day, and even by the hour, using cloud infrastructure in **the most cost-efficient way.**"
Racingpost

Artificial Intelligence

AI (artificial Intelligence) and analytics programs are driving eGame development and marketing spend for eGaming companies, because a wealth of behavioral data is generated in the virtual world. Not merely data from the games, but also from such sources for example, as social media -- a prevalent form of communication and promotion used by the new generation of gamblers. Gathering, analyzing, and acting on the behavioral data allows eGaming companies to provide hyper-personalized eGaming experiences to their users and increase revenue.

Diffusion ingests and broadcasts data for real-time, user-specific, targeted messaging, enabling customized, in-the-moment promotions across thousands of users, to drive engagement and expand eGaming revenue opportunities.
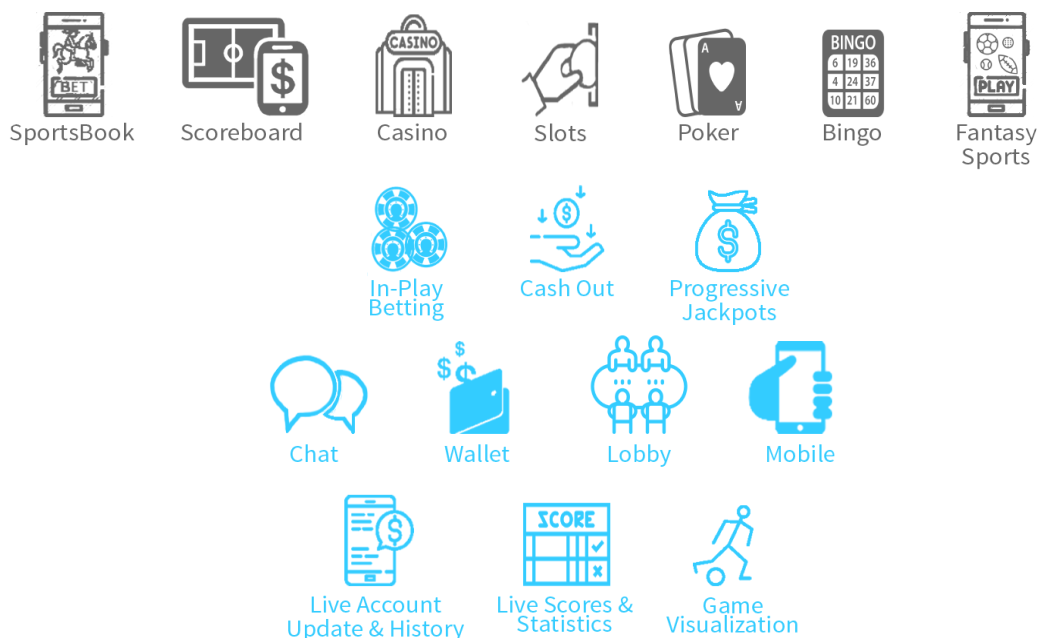
Infrastructure & Efficiency

The Diffusion Intelligent Event Data Platform allows eGaming development teams to quickly create web and mobile applications using a microservices architecture to decouple front-end and back-end systems, extend middleware, and ensure real-time data delivery for event processing and analytics.

Diffusion's patented delta data streaming and compression technology provides up to 90% bandwidth reduction for data transmission. As a unified data platform, Diffusion substantially reduces infrastructure requirements and easily scales locally and across geographies to support new markets and assure regulatory compliance - on premise, in the cloud or in hybrid environments to satisfy your business and regulatory requirements.

> "**Diffusion** is **part of** the **Betfair success** story."   Betfair

Try Diffusion Free Today!

| SportsBook | Scoreboard | Casino | Slots | Poker | Bingo | Fantasy Sports |

| In-Play Betting | Cash Out | Progressive Jackpots |

| Chat | Wallet | Lobby | Mobile |

| Live Account Update & History | Live Scores & Statistics | Game Visualization |

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