DIFFUSION DATA
Rethink Real Time

oddschecker

Oddschecker Easily Handles In-Play Odds & Minimizes Operational Costs with Diffusion®

Quick Facts

Oddschecker required high volume scalability for both user connectivity and data delivery during peak sporting events. They also had to reduce the load on their back-end database in order to assure excellent quality of service . They chose the Diffusion Intelligent Data Platform to handle the job.

Industry

eGaming

Challenges

- Service hundreds of thousands of users, during peak sporting events. Manage volatility in usage simultaneously across sporting events.

- Off-load burden on back-end systems.

Solution

The Diffusion Intelligent Data Platform

Benefits

- Reliable, easily scalable, real-time data management and delivery for hundreds of thousands of users/second.

- Simple integration with legacy systems.

- Guaranteed real-time delivery of betting odds for customers

Overview

Launched in the UK in 1999, Oddschecker is now the leading online betting odds comparison service, giving direct access to the best prices from the top bookmaking brands and enjoyed by millions of users around the world. Targeting an industry that operates on many different levels and platforms, from all social and age groups, Oddschecker provides information to an active and responsive audience across all digital platforms.

As a trusted source for betting odds, price updates, offers, and promotions, Oddschecker must deliver their event-driven data efficiently, reliably and in real-time in order to be successful.

The Challenge

For Oddschecker innovation in technology and keeping ahead of the competition are two critical goals for the organization. In a fiercely competitive market, and with a passionate and engaged target audience, there is no room for shortcomings.

With bookmakers and operators reliant on Oddschecker, quality assurance is fundamental in order to maintain their services and assure customer retention and loyalty.

As an independent and self reliant organization, at first Oddschecker was concerned that integrating DiffusionData's Diffusion would create a point of failure in the system and, despite their interest in the potential benefits of the adopting Diffusion, they continued to use their in-house platform to deliver data.

This approach involved their website constantly requesting changes to a dedicated database and required substantial infrastructure and support. Furthermore, their in-house platform was neither reliable nor scalable. Therefore, during important, high-volume events, such as Cheltenham or the Grand National, Oddschecker experienced database related problems and frequent system failures resulting in very high support costs for these events. Oddschecker simply couldn't afford to continue to have these challenges.

*"With **Diffusion,** it's **amazing -** we now only have **minimal resources** on call."*

Derren Maggs,
Managing Director, Oddschecker

> *"**Since plugging in Diffusion,** sometimes we see **prices update faster than the operator's site**, which is **incredible.** For our users, that **creates the confidence and trust,** which is such **a huge part in betting,** that when they click on a price, that is the one they are going to be betting on."*
>
> Derren Maggs, Managing Director, Oddschecker

The Solution

To solve their costly operational challenges, Oddschecker chose Diffusion to unburden their back-end database, eliminate their high support costs, and assure efficient and cost-effective data delivery over the Internet to their end-users.

Real-time, reliable and efficient data delivery is critical to Oddschecker's success, Diffusion's ability to intelligently and securely manage real-time data and user connections; rather than merely performing like the "dumb" socket connection they were using, makes Diffusion the ideal solution. In particular, Diffusion offers substantial savings on bandwidth and infrastructure, enabling Oddschecker to efficiently deliver information to different devices, via sometimes challenging Internet connections, always sending only the most up-to-date and relevant real-time data.

According to Oddschecker, Diffusion seemed too good to be true. Derren Maggs, Managing Director, explains,

"If I think back to the Grand National three years ago, we would have our entire IT team in, contingency plans set up the week before, we'd be monitoring everything that moved, and inevitably around 11 or 12 o'clock things would start slowing down as the site got busier, and we'd have to start trying to reduce load, switching stuff off just to keep the site alive and deal with it as

best we could. Since plugging in Diffusion the popular event days have been just like any other day. It's amazing - we now only have minimal IT resources on call."

Since integrating Diffusion, Oddschecker's users benefit from not having to wait for whole pages of odds information to refresh because Diffusion's proprietary delta-data streaming efficiently updates only what is required to be updated resulting in a reliable and efficient real-time service and an engaging user experience.

Diffusion has also reduced load on Oddschecker's back-end systems and databases while improving performance. Derren Maggs added,

"In-Play is a major challenge to all bookmakers – and this is where Diffusion really stands out. We get prices direct from bookmakers, such as Bet365 and Blue Square, enabling the bookmakers who have Diffusion to stream prices directly to our Diffusion instance bypassing our databases and all additional processes. Diffusion maps this in memory and users get those real time prices that are all important, at zero latency."

Diffusion has also been implemented to create dynamic content, to ensure that all score updates, team sheets, and goals as they go in are in real time, creating a stronger and reliable platform for end users.

The Outcome

Oddschecker has enjoyed a phenomenal 80% growth in the two years following adoption of Diffusion. They currently boast 1.2m unique on site per month, and are hailed as one of the best betting sites in the industry.

Busy periods, where prices are updating every second, used to put a significant load on the Oddschecker system. Diffusion has removed this burden on their servers and delivers an excellent service experience for their customers.

Diffusion enables organizations to build more efficient web, mobile and IoT applications with real-time data consumption, enrichment and delivery, creating immensely sticky customer experiences, enforcing brand loyalty, and reducing operational costs -- With Diffusion, organizations can do more with less.

The Future

Oddschecker will continue to expand Diffusion across new mobile platforms. The business will also be expanding internationally, working with Push Technology to target new markets and audiences.