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Push Technology's Diffusion chosen by Betsson Group for Global Sportsbook Cloud Rollout

SILICON VALLEY, CA, June 30, 2020 – Push Technology, the pioneer and leader in real-time data streaming and messaging solutions, today announced that Betsson Group, a multinational entertainment company, has chosen Diffusion, Push's Real-Time API Management, to provide real time betting odds, across a wide range of sporting events, to many geographic markets. For Betsson, the deployment delivers network efficiencies and reduces infrastructure costs, while simplifying sportsbook application development.

Scalability and assured real-time application performance are crucial to Betsson Group, as they not only support multiple brands within the organization, but also deliver gaming technology solutions to other brands around the globe. Therefore, when looking for a real-time cloud-based solution to meet rigorous eGaming requirements, Betsson had several key considerations: the efficiency and cost of delivering betting odds to customers; the ability to replicate sportsbook data globally in real-time; the proficient management of network load; and the capacity to scale to meet high volume customer demand.

Fredrik Ogden, Director of Cloud and DevOps at Betsson Group, explains why they chose Diffusion to meet these requirements: "Diffusion gives us the real-time data delivery capability we require to successfully compete globally. Diffusion's data efficiency and delta streaming technology allow us to update our sportsbook in real-time to a high volume of customers worldwide. The platform can also be used to enhance future operations."

Ogden continued: "With Diffusion, we have the agility to commission the infrastructure necessary to expand our own branded products and to provide our technology platform to other brands."

Sean Bowen, CEO of Push Technology, said: "We are seeing escalating demand for scalable, future-proof, data delivery solutions. Development teams are looking for platforms that can efficiently and cost-effectively deliver data from their back-end systems to a constantly proliferating array of end-user applications, in real time. To achieve this there is an increasing requirement for platform intelligence, which is what we provide."

Push and Betsson also collaborated on future expansion strategies. Together they developed a business model that makes it simple for Betsson Group to calculate, plan, and track their system

costs. This simplifies operations and expansion planning for Betsson Group, as their business continues to scale globally on cloud platforms.

Fabio Palusci, Head of Procurement at Betsson Group, concluded: "Push Technology has a business-friendly approach that accommodates our scalable cloud platforms and allows us to provide an immersive and highly competitive gaming experience to our customers around the world."

Diffusion is the only Real-Time API Management platform that combines pub/sub, request response, and time series in a single unified SDK. It is purpose built to securely stream real-time data from all data sources. The platform's proprietary delta data streaming technology only sends updates when data changes, substantially reducing the amount of data sent and bandwidth usage costs. Diffusion simplifies and speeds development, deployment, and scaling of customers' systems, providing peace of mind that data is securely managed and efficiently delivered in real-time.

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About Push Technology

Push Technology Ltd. pioneered and leads the market in real-time data streaming and messaging solutions that power mission-critical business applications worldwide. The Diffusion Real-Time API Management Platform delivers centralized data management, optimization, and integration to simplify application development, reduce infrastructure requirements, and speed time-to-market. Leading brands, across industries including: financial services, transportation, energy, retail, healthcare, eGaming, and Internet-of-Things companies, use Diffusion to fuel revenue growth, customer engagement, and business operations. The Diffusion platform is available on-premise, in-the-cloud, or in hybrid configurations, to fit the specific business, regulatory, and infrastructure requirements of the applications operating in today's everything connected world.

Learn how Push Technology can reduce infrastructure costs, and increase speed, efficiency, and reliability, of web, mobile, and IoT applications at www.pushtechnology.com.