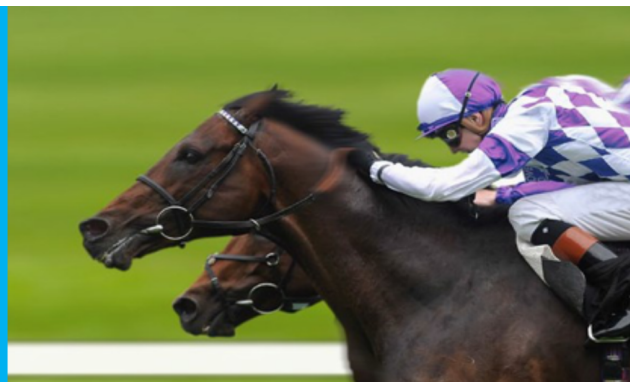# DIFFUSION DATA
Rethink Real Time

RACING POST

Racing Post Serves 700,000 Users & 54 Million Page Views Daily with Diffusion®

Quick Facts

Industry

- e-Gaming

Challenges

- In-house messaging system forced bandwidth throttling during high volume usage
- Meet customer demand for real-time data
- Limit impact on IT infrastructure cost and complexity

Solution

- DiffusionData's Diffusion Intelligent Event Data Platform

Benefits

- Provide customers with latest racing info and prices at zero latency
- Number one sports app downloaded more than a million times
- Provide customers with value-added services – in-race live commentaries, analytics

Summary

Racing Post relies on Diffusion™ to distribute real-time betting prices and power its chart-topping mobile applications. Using Diffusion in a hybrid private cloud configuration to match their business requirements allows the company flexible ease of scale and assured real-time delivery of betting prices.

The Challenge

Racing Post is the online home of the UK's number one horse racing daily newspaper. Its website, bookkeeper kiosks, and mobile apps have become the online destination of choice for horse racing enthusiasts looking for the latest information. When it came to moving data in real-time between these interfaces, the company's previous in-house legacy solution often resulted in forced bandwidth throttling whenever customer interaction levels spiked during major racing events, in order to preserve service. To meet its customers' demands for 'live' data performance without a huge impact on IT infrastructure cost and complexity, Racing Post needed an enterprise-class, intelligent event-data platform for its online services.

"Our customers don't accept anything less than real-time, reliable access to the latest racing information and betting prices," explains Ed Braidwood, IT Operations Manager at Racing Post. "Previously during major events such as Cheltenham or the Grand National we had to limit performance - sometimes by up to 20 seconds at the busiest times to maintain online services."

Racing Post required a data management, integration, and distribution solution that could flexibly scale to peak demand, and reliably deliver real-time data to thousands of online and mobile customers.

The Solution

Racing Post found Push Technology's Diffusion at a perfect time, says Ed Braidwood. "Mobile apps were just starting to really take off and a huge benefit of Diffusion is the intelligent distribution of data to support real-time mobile apps and allow us to provide a seamless customer experience."

Using Diffusion, Racing Post now offers apps for iPhones, iPads, Android, and HTML5 – and the number of Racing Post's mobile users is growing rapidly. "It is definitely our most popular product," confirms Ed Braidwood.

Since 2013, Racing Post has also benefited from the partnership between Push Technology and Telefónica, with the solution now hosted in the cloud: "It's simple, cost-effective, and we can easily triple our infrastructure for big events."

*A **huge benefit of Diffusion** is the **efficient distribution** of data to support real-time mobile apps and allow us to provide a **seamless customer experience**."*

Ed Braidwood
IT Operations Manager

The Outcome

Using Diffusion, Racing Post provides its customers with the latest racing information and prices at zero latency, while minimizing the volume of data it sends to its online customers - whether mobile, online, or accessing services via a Racing Post kiosk in a bookmaker's shop.

The result is massive growth in Racing Post's online services, and its mobile solution is even more successful. Racing Post's free iPhone app became the number one sports application in the iTunes store shortly after it was launched in 2011, and it has since been downloaded more than a million times.

During key events in the racing calendar, such as Cheltenham Festival week or the Aintree Grand National, Racing Post has over 700,000 unique user visits daily with as many as 122,000 concurrent users on its mobile app, and over 54 million page views.

Racing Post currently displays real-time price feeds from eleven bookmakers, with the ability to let customers click through directly to the bookmakers' websites. In addition to pricing and odds information, Push Technology's solution also enables Racing Post to distribute a broad range of additional data.

According to Ed Braidwood, "Diffusion has a very powerful and diverse toolset, allowing us to provide our customers with additional value-added services such as, pre-race live odds comparison across a range of leading bookmakers and in-race, live-text commentaries with race status and progression data and a fast results service. Diffusion can also generate triggers for Racing Post customers, letting them know when new website content - such as a live news ticker - is available."

The Future

To make full use of the flexibility of the cloud infrastructure, Racing Post plans to change the way its servers connect to the real-time price feeds. The new architecture will utilize a pair of master servers to distribute the price feeds to a number of slave servers that handle the connection load. Scaling up or down to meet demand can then happen literally at the touch of a button. Ed Braidwood shares his vision, "We'll be able to scale our servers up and down to match demand each day and even by the hour, using the cloud infrastructure in the most cost-efficient way. Eventually, the servers will even be able to monitor themselves and trigger the deployment of extra infrastructure when and as needed, so it all becomes fully automated."

About DiffusionData

DiffusionData pioneered and leads the market in real-time, event-data streaming and messaging solutions that power mission-critical business applications worldwide. DiffusionData's Diffusion Intelligent Data Platform, consumes raw event data in any size, format or velocity, enriches event data in-flight, and delivers event data reliably and at massive scale with secure, fine-grained, role-based access control. Diffusion is purpose-built to simplify and accelerate event-driven, real-time application development, reduce operational costs, and speed time-to-market.

Leading brands, across industries use the Diffusion Intelligent Data Platform to drive customer engagement, fuel revenue growth, and streamline business operations. Diffusion is available on-premise, in-the-cloud, or in hybrid configurations, to fit the specific business, regulatory, and infrastructure requirements of the event-driven applications operating in today's everything connected world.

"Diffusion has a very powerful and diverse toolset for us, allowing us to provide our customers with additional value-added services such as in-race, live-text commentaries, analytical statistics, race status data as well as a fast results service."

Ed Braidwood
IT Operations Manager

Learn more at www.diffusiondata.com.

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