

# Global Online Gaming Entertainment Company Uses Diffusion® to Power Data in their Cloud



## Quick Facts

When Betsson Group, a multinational entertainment company, wanted to assure that their gaming customers always receive their odds, place their bets, and receive their winnings, in real time, they turned to the Diffusion Intelligent Data Platform to meet their rigorous requirements.

## Industry

Entertainment/eGaming

## Challenges

- Efficiency and cost of delivering betting odds to customers,
- Ability to replicate sportsbook data globally in real-time,
- Back-end systems and network load,
- Scale to meet high volume customer demand.

## Solution

The Diffusion Intelligent Event-Data Platform

## Benefits

- A sportsbook that reliably and securely delivers data to high volume of clients, across geographies, in real-time.
- Network efficiency and reduced infrastructure requirements.
- Simplify and reduce development effort for eGaming sportsbook

## Overview

Betsson Group began in 1963 with a single slot machine and, today, the company is listed on Nasdaq Stockholm and holds gaming licenses in 12 jurisdictions internationally. With corporate headquarters in Stockholm, Sweden and operational headquarters in Ta' Xbiex, Malta, the company maintains a steady vision to deliver the best customer experience in the industry.

Betsson offers casino, sportsbook, and other games via gaming licenses in countries across Europe, Central Asia and Latin America.

As a company that uses technology to drive their expansion and competitive advantages, today Betsson is an online gaming company with a worldwide footprint.

## The Challenge

The Betsson Group product team was challenged to:

- Deliver data consistently, reliably, and securely in real time,
- Effectively scale to a high volume of customers
- Serve customers across geographies around the globe,
- Efficiently and cost-effectively replicate data to B2B platforms & B2C customers.

Without the ability to provide real time betting odds across a wide range of sporting events to many geographic markets, the company would have struggled to fulfill their growth plans.

## The Requirements

Searching for a solution, Betsson Group found Diffusion. To determine if Diffusion could meet their rigorous performance requirements and allow the company to implement their expansion plans, the Betsson Group product team performed an extensive evaluation.

Betsson Group's evaluation criteria were that Diffusion could:

- Assure all players would receive game event-data updates concurrently and in real time,
- Handle protocol and services between the end user application and their back-end infrastructure to unburden those systems,
- Support multiple Betsson Group brands and languages in small simple packages

***"Diffusion gives us the real time data delivery capability we require to successfully compete globally!"***

Fredrik Ogden,  
Director of Cloud and Devops,  
Betsson Group

**"Diffusion's data efficiency and delta streaming technology allows us to update our sportsbook in real-time to a high volume of customers worldwide. The Diffusion technology can also be used to enhance our operations in many ways in the future."**

Fredrik Ogden, Director of Cloud and Devops, Betsson Group

**" With Diffusion, we have the agility to commission the infrastructure necessary to expand both directly with our branded products and to provide our technology platform to other businesses.**

Fredrik Ogden  
Director of Cloud and  
Devops, Betsson Group

### The Solution

eGaming applications must easily scale up and down upon demand, and also operate in real time in the cloud, in order to ensure that eGaming companies can deliver compelling entertainment to a worldwide audience. Additional components in the technology equation are the ease and cost-effectiveness of provisioning global expansion. All of these factors are considered in the solution to the technology equation for creating and deploying reliable, resilient, and high performance applications.

Scalability and assured real-time application performance are watchwords for the Betsson Group team. This is particularly important because the team not only supports multiple brands within the Betsson Group, but they also deliver their compelling gaming technology solutions to other brands around the globe.

### Today & Tomorrow

In addition to accommodating the Betsson Group technology team's requirements, the DiffusionData and Betsson Group business teams also worked closely to accommodate Betsson Group's expansion strategy. 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 their cloud platforms.

As Fabio Palusci says, "DiffusionData 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 globe."

**" We are adopting Diffusion throughout our cloud infrastructure. We made the right technology and business choice."**

Fabio Palusci  
Head of Procurement  
Betsson Group

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