

Brazil's Fastest Growing Sports Betting & Casino Site Selects Diffusion Cloud for Enhanced Performance and Reliability

How Diffusion Cloud enabled Aposta Ganha to focus on Sportsbook growth and the introduction of new casino services

APOSTA GANHA



Sector

Sports Betting / iGaming

Key Figures

- 180+ employees
- Jurisdiction - Brazil
- Offer sports betting and online gaming
- 1500+ events daily

Company Profile

Aposta Ganha is a leading company in the sports betting and online gaming market. It has a significant presence across all 26 states and the Federal District of Brazil as well as other Latin American countries. Aposta Ganha is recognised for its innovative approach, user-friendly platform, and features.

The company is committed to maintaining the integrity of sports by monitoring and reporting suspicious betting activities.

www.apostaganha.bet.br

Executive Summary

Aposta Ganha, Brazil's fastest growing sports betting and casino site, transitioned to the highly acclaimed Diffusion Cloud framework. This strategic move underscored Aposta Ganha's commitment to leveraging innovative technology to deliver superior services to its clients. The deployment of Diffusion Cloud enabled Aposta Ganha to...



Improve speed and efficiency with faster page loading and updating



Enhance scalability & handle increased traffic for improving user experience



Focus on growth and expand the services offered on its sportsbook

“We evaluated various options and found Diffusion Cloud to be the best fit for our needs. The platform’s ability to manage high loads and its reputation for reliability were key factors in our decision.”

Rony Silva
CTO of Aposta Ganha

Challenge

Aposta Ganha's decision to deploy Diffusion Cloud was driven by the need for...

- A more reliable and scalable solution
- Executing an expansion strategy with load management
- Expand the services offered on its sportsbook, and increase its capabilities in the casino market
- A robust technology to ensure seamless performance and enhance customer satisfaction

Without the ability to provide a reliable solution that delivers for its customers and provides real-time betting information – handling peak traffic without the worry about delays or lost revenue, the company would have struggled to fulfill their growth plans of introducing new services.

“We look forward to the enhanced performance and stability that Diffusion Cloud will bring to our operations.”

Rony Silva
CTO of Aposta Ganha

The Requirements

Searching for a solution, Aposta Ganha evaluated the Diffusion Distribution Framework. To determine if Diffusion could meet their reliability and performance requirements and allow the company to implement their expansion plans, the Aposta Ghana product team performed an extensive evaluation.

Aposta Ganha's evaluation criteria were that Diffusion could:

- Ensure fluid usability across all devices
- Incorporate filters, detailed event information, and easily accessible menus and functionalities
- Provide faster odds updates benefiting users, especially in live betting markets
- Provide a renewed and personalised experience for users.

The Solution

Diffusion Cloud eradicates missed bets and provides real-time market lines that keeps them ahead of competitors (In Play, Cash Out, Live Scores, Personalised Offers etc). Diffusion Cloud handles the large increased spike in users that comes with a major sporting event and delivers data to users in real-time – providing superior customer experiences across all iGaming offerings be it Sportsbook, Casino, Bingo, eSports...

Diffusion Cloud increases application performance by up to 80%+ and improves scalability. Control and secure gaming event data flowing to and from millions of online customers and delivers personalised and enriched individual experiences. These factors were important to Aposta Ganha when looking for a solution.



Diffusion in a Nutshell

Distributes time-critical data feeds at speed, on a global scale, saving our customers time and money.

- Patented Innovation:**
Transforming data delivery with patented technology
- Edge Optimised:**
Empowering industries with real-time edge ready solutions
- Feature-Rich Excellence:**
Empowering powerful applications with a feature-rich platform
- Cost Efficiency Without Compromise:** Save egress costs by up to 80%+ whilst improving application performance
- Reduce time to market:**
Drastic reduction in development, days instead of months
- Scalability and Power:**
High performance, reduced bandwidth by up to 90%+, and delivery of scalable, future proofed, solutions
- Security:** Precise role-based access control and data filtering that enables hyper personalisation of data streams



Results and Future

Apostha Ganha's transition to Diffusion Cloud delivered immediate improvements in system performance, allowing Apostha Ganha to maintain its competitive edge and continue offering top-tier services to their clients. The enhanced capabilities of Diffusion Cloud empower Apostha Ganha to scale efficiently, handle increased traffic, and provide smoother user experience. Apostha Ganha now has a solution that delivers for its customers and provides real-time betting information – handling peak traffic without them having to worry about delays or lost revenue.

Rony Silva, CTO of Apostha Ganha said “We look forward to the enhanced performance and stability that Diffusion Cloud will bring to our operations.”

“Diffusion Cloud is designed to handle high loads effortlessly, providing the stability and scalability that companies like Apostha Ganha require to thrive in today’s fast-paced, competitive iGaming market.”

Grethe Brown
CEO of DiffusionData

DIFFUSION DATA
Data Distribution Framework

[Try Diffusion Cloud for free!](#)

About Us

DiffusionData are pioneers in the world of real-time data distribution. The company provides infrastructure software to customers that use fast-moving data streams. The software is delivered as a cloud, on-premise or hybrid solution to companies worldwide, in sectors such as financial services, iGaming, retail, transportation, health and digital media.