

# Online Gaming Entertainment Company Uses Diffusion to Power Data in the Cloud

How the leading online gaming entertainment company implemented Diffusion to help their business scale

**betsson** group

## Sector

Entertainment / iGaming

## Key Figures

- 20+ brands
- 2,300 employees
- 18 global locations
- Offer sportsbook, casino and other games

## Company Profile

Betsson Group began in 1963 with a single slot machine and today the company is listed on Nasdaq Stockholm and holds gaming licenses in 23 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.

[www.betssongroup.com](http://www.betssongroup.com)

## Executive Summary

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 DiffusionData's Data Distribution Framework to meet their rigorous requirements. Betsson gained significant benefits by using Diffusion including...



Reduced time spent planning operations and expansion



Data delivered consistently, reliably and securely in real-time



Effective scalability for surges and growth in volume of customers

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

Fredrik Ogden

Director of Cloud and Devops, Betsson Group

## 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-efficiently 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 geographies markets, the company would have struggled to fulfill their growth plans.

**1.5M+**

Daily bets

**1.3M+**

Active users

**30M+**

Registered users

**500,000+**

Live events covered

## The Requirements

Searching for a solution, Betsson Group evaluated the Diffusion Distribution Framework. 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 will receive game 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

## The Solution

iGaming applications must easily scale up and down on demand, and operate in real-time in the cloud, to ensure that iGaming companies can deliver compelling entertainment to a worldwide audience. Additional components in the technology selection are the ease and cost-effectiveness of provisioning global expansion. All 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 globally.

# DIFFUSION

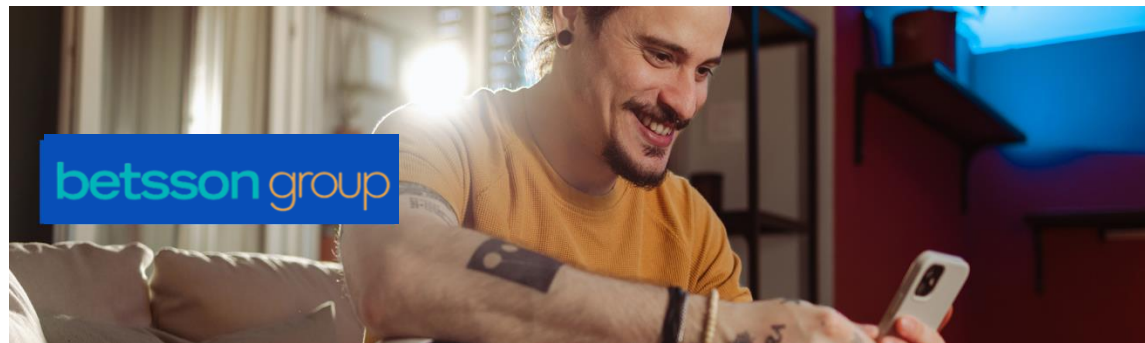
## Diffusion in a Nutshell

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

*“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 other ways in the future.”*

Fredrik Ogden  
Director of Cloud and Devops, Betsson Group



## Results and Future

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.”

*“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 others.”*

Fredrik Ogden  
Director of Cloud and Devops, Betsson Group

**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.