DIFFUSION DATA
Data Distribution Framework

Online Gaming Entertainment Provider Uses Diffusion to Serve 100,000 Bingo Players Daily

How 888 Holdings (now Evoke) uses Diffusion to scale the mobile application to meet customer demand

Sector

iGaming

Company Profile

Evoke plc (formerly **888 Holdings plc**) is a leading global online betting and gaming company, headquartered in Gibraltar and listed on the London Stock Exchange.

Founded in 1997, the group operates a diverse portfolio of trusted brands including **William Hill**, **888casino**, **888poker**, **888sport**, and **Mr Green**, serving millions of customers worldwide across regulated markets.

Evoke combines online and retail operations to deliver world-class gaming and sports betting experiences while maintaining a strong focus on compliance, responsible gaming, and technological innovation. Following the integration of William Hill, the company is focused on streamlining its operations, leveraging automation and AI, and driving sustainable growth through its multi-brand strategy.

Executive Summary

888 Holdings Limited (Evoke) is one of the world's most popular online gaming entertainment and solutions providers. Under its trusted brands, 888 has been at the forefront of the online gaming industry since its foundation in 1997. Today, 888's consumer-facing websites offer more than just online gaming. They are entertainment destinations where people can enjoy a truly interactive experience and be part of an online community that shares common interests. 888 offers four core gaming products - 888casino, 888poker, 888sport and 888bingo. Diffusion helped them to…

Build a bingo platform that delivers real-time data to high volume of clients.

Network efficiency and reduce infrastructure requirements.

Simplify bingo eGaming application development.

"Diffusion's data efficiency and delta streaming technology provide a big advantage over polling for live play, because a lot of polling is unnecessary and overloads the back-end servers."

Challenge

888 began working with DiffusionData's Diffusion in 2014. They were struggling using web sockets and the browser clients for their WinkBingo game were trying to get live games data by polling every few seconds for updates. Bonuses, play vouchers, and players in the Bingo chat rooms were all constantly polling 888's Bingo platform. This produced an untenable load on the servers. The client applications were never in sync because each player was polling on a different time slot, and the clients never knew when there was new data. This process was slow and consumed resources.

"We have 100,000 Bingo players daily with 8,000 to 10,000 playing concurrently at peak times. For us, it was amazing that all of the clients' applications were synching."

The Requirements

eGaming applications must easily scale upon demand and also run optimally over the Internet. However, the Internet is unpredictable – the speed, quality, and load on the networks; variable and often high load on the back-end servers; and time it takes for the data to be sent to the user devices all affect the development of a reliable, resilient, and high-performance application. 888 needed to:

- Change their data flow to distribute only changes in the bingo data

- Eliminate the burden of constant and unnecessary server polling

- • Assure all players received game updates concurrently and in real-time

The Solution

Since 2014, 888 has been successfully using Diffusion to manage and distribute eGaming data to the 100,000 players who play daily on their Dragonfish bingo platform which offers an array of bingo games including WinkBingo.

To scale operations, 888 needed to trigger changes in data, based upon the high-volume real-time game events, without overloading their back-end servers. The 888-development team determined that web sockets and polling could not support the required real-time bingo game play.

According to Ronen Tidhar, *"Diffusion knows how to manage aggregated data into topics, so it is easy to implement the clients"* The 888 team examined the technology and solution options to meet their event-driven, real-time bingo application requirements; unburden their back-end servers; and reduce network bandwidth usage. In addition, Diffusion's cache mechanism helped development because prior to using Diffusion, the team had to use different technologies. They concluded that Diffusion is the right choice.

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"Before Diffusion, in the chat room players saw different numbers and game starts. Diffusion gives us a big advantage delivering an immersive, real-time player experience".

Ronen Tidhar,
Bingo R&D Director, 888.co

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

With Diffusion in place today, the Dragonfish bingo platform's high volume of players cannot overload the 888 back-end servers and all players' data is always in synch. Game play occurs in real-time, assuring that the Dragonfish bingo platform is a truly immersive experience.

An important ongoing benefit of Diffusion is that whenever 888 modifies their back-end system, Diffusion minimizes the impact of changes required on the 888 client applications, which speeds support of new functionality and devices.

Diffusion provides 888 with reliability, and data efficiency and scalability, to ensure the Dragonfish bingo games are a huge success.

We chose Diffusion, it was unique in the market, and we got a good result!"

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.

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