

Betfair Ups Performance & Gets Huge Operational Cost Savings with Diffusion®

How Diffusion helped Betfair to enhance customer experience with real-time data delivery while reducing operational costs



Sector

iGaming

Company Profile

Betfair stands out in the online gambling market through its pioneering exchange platform, giving users a different type of betting experience (users betting against each other rather than against the house).

Its integration into the Flutter group gives it scale, global footprint and access to major resources, while still retaining brand strength in the UK & Ireland. The company faces typical industry challenges (regulation, market competition, responsible gambling) but its heritage, brand recognition and product innovation are key strengths.

<https://www.betfair.com>

Executive Summary

In a bid to improve its online customer experience and to extend its competitive advantage, Betfair decided to move from polling to streaming technology to deliver real-time score and pricing data to customers. Betfair evaluated five potential solutions and selected Diffusion to quickly, robustly, and securely achieve its vision with minimal changes to its existing infrastructure. Diffusion helped them to...



Deliver real-time data on any device with WebSocket technology



Improve customer experience



Easily implement new applications, reducing our time to market

"Diffusion is part of the Betfair success story". "Diffusion is part of the Betfair success story."

Daniel Alheiros
Delivery Manager, Betfair

Challenge

Operating in the highly competitive gaming market, populated by increasingly savvy customers with high service expectations, Betfair handles a massive volume of fast-changing data daily, and they must present it to customers quickly and efficiently to prompt betting activity. A traditional polling model does not offer the scalability, speed, and performance that Betfair requires to manage rapidly fluctuating real-time data delivery. No matter how unpredictable the demand is, Betfair had to be able to present frequently changing data at very low latency so customers could leverage betting opportunities. At peak times - such as a major football game on a Saturday afternoon - Betfair's pricing service received tens of thousands of *data requests from customers every second*. As Daniel Alheiros, Delivery Manager at Betfair, explains, *"Our systems handle very high volumes of changing data, and we needed a way to present this data to our customers at very low latency and to prompt betting activity."*

"In distributing football scores alone, we realized a tenfold reduction in traffic with Diffusion; and in terms of bandwidth, on a busy Saturday, we saved 80-90 GB in bandwidth utilization."

The Requirements

Betfair needed a real-time streaming solution to improve the overall performance and scalability of its in-place service response model, reducing network traffic and load on its servers for a faster and more engaging user experience. It also needed the flexibility to support any mobile or Internet device its customers choose to use without major development requirements. With many customers accessing the company's interactive services using a smartphone or tablet device, Betfair also had to address the fact that mobile users were experiencing poor performance due to network and device responsiveness issues.

"When we looked at mobile, we realized that the request response model in place was affecting our customers' device performance, leading to a poor user experience," said Alheiros. *"We needed web browsers on mobile devices to receive and process information more efficiently, and, in the case of mobile, handle the challenges of loss of connectivity. Solving these issues would reduce the load on our servers and increase responsiveness, ultimately giving our customers the quality of experience they should expect from our brand."*

The Solution

Following an extensive evaluation, Betfair selected Diffusion as the best solution to meet its needs. Easy to implement and require limited infrastructure remodeling, Diffusion supports all current and future devices and resolves Betfair's mission-critical latency issues.

Integrating Diffusion into Betfair's systems was fast and efficient. Diffusion's pre-packaged APIs integrated easily into Betfair's existing back-end servers. Following a performance testing program, Betfair went into live production just three months after the start of the project.

DIFFUSION

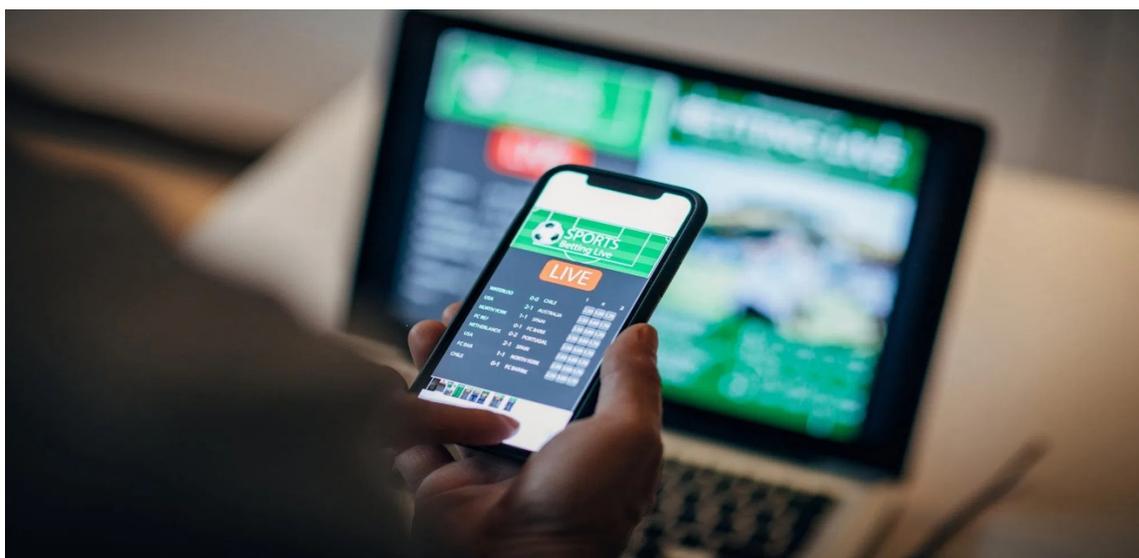
Diffusion in a Nutshell

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 allows us to provide services using various native network transport protocols such as Web sockets, Flash sockets and Silverlight. This makes it easy for us to support all mobile devices and web browsers. It also contains APIs that make it easy to implement new applications, significantly reducing our time to market with new services.”

Daniel Alheiros
Delivery Manager, Betfair



Results and Future

Betfair can stream information directly to user browsers, notifying and updating customers with scores and pricing information within milliseconds of a change taking place. Implementation Diffusion means that customers are immediately notified of any change instead of having to refresh score information continually. As a result of reducing the volume of requests that the Company's servers must manage, Betfair's website and web services are far more responsive.

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.