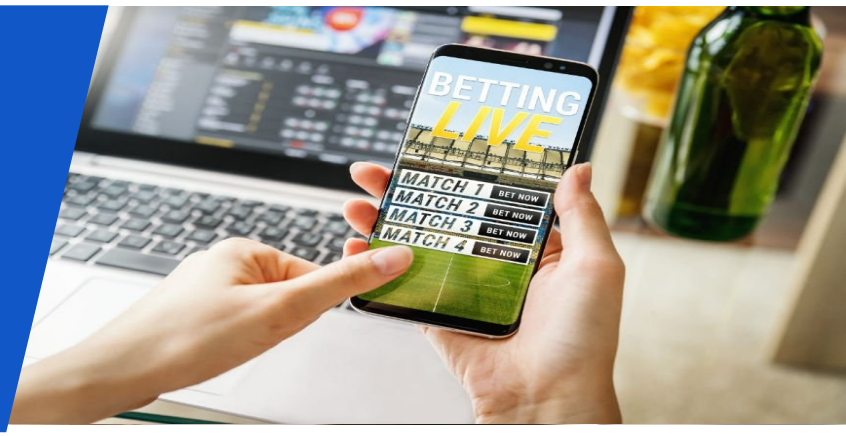
Sportingbet Builds New Sportsbook & Grows Revenue by 20-30% with Diffusion®

How Sportingbet used Diffusion to reduce operational costs while growing revenue and improving customer performance



Sector

iGaming

Key Figures

- Founded in 1997
- Owned by Entain plc
- 30,000 bets daily

Company

Today, Sportingbet forms part of **Entain plc** (formerly GVC Holdings), one of the world's largest sports-betting and gaming groups. Under Entain's ownership, the brand benefits from enterprise-level platform technology, regulatory infrastructure, and global operational support.

Sportingbet provides a full suite of online gambling products, including **Sports betting** - pre-match and in-play markets across football, tennis, basketball, racing, and 90+ other sports. **Live betting** - real-time odds and dynamic markets. **Casino games** - slots, live dealers, table games. **Poker & virtual games** – tournament play, virtual sports, and RNG games

https://sportingbet.one/en/

Executive Summary

Sportingbet has an aggressive global growth plan, to take advantage of increasing broadband penetration and to provide a high-level online sports betting service to a geographically diverse customer base. It needed to improve customer experience through real-time market data, which was being held back by bandwidth constraints and legacy systems. Following the acquisition by GVC Holdings, Keith Laidlaw, CIO at GVC needed to cut IT costs by 50 percent to help make the company profitable. *"In a competitive landscape, it was extremely important to balance the need for e-Gaming innovation and customer experience with the requirement of streamlining data efficiencies and gaining savings on bandwidth. Only then could the company achieve its aggressive growth targets,"* explained Laidlaw. Diffusion helped them to…

- Deliver real-time data distribution of odds to customers for in-play betting
- Reduce operational costs
- Innovate to grow revenue by 20-30%

"Using Diffusion has enabled us to im prove customer engagement, reduce costs and exceed our growth targets."

Challenge

To meet their objectives, there were three areas to be addressed:

- Improve customer experience by providing real-time marketing information, improving the 10 second delay in delivery it was experiencing.
- Reduce bandwidth consumption to deliver business operation cost savings.
- Reduce the size of the web estate with extreme data management.

"The figures when testing Diffusion were remarkable. We were expecting it to handle 30,000 concurrent connections, but three averages showed 60,000, 80,000 and 102,000. From the initial testing stage onward, we knew that Diffusion would play a critical role in enabling us to extend our business globally."

The Solution

Sportingbet selected Diffusion because they recognized that continued investment in software infrastructure was critical to ensuring their competitive advantage. The company has trading teams worldwide that watch sporting events and must rapidly adjust odds in the sportsbook system as match events happen. Historically, Sportingbet delivered all dynamic data in its sportsbook system via bandwidth-hungry polling.

To reduce bandwidth consumption and deliver the data in real-time, Sportingbet selected Diffusion for its streaming data technology and simple data model management. With Diffusion, Sportingbet can now quickly gather customer insights, substantially reduce bandwidth costs, and automatically remove out-of-date and stale information, to ensure relevant data is always sent.

The Outcome

The result according to CIO Laidlaw is, *"The figures when testing Diffusion were remarkable. We were expecting it to handle 30,000 concurrent connections, but three averages showed 60,000, 80,000 and 102,000."* He went on to say, *"From the initial testing stage onward, we knew that Diffusion would play a critical role in enabling us to extend our business globally."* DiffusionData has been a key partner in helping Sportingbet achieve its long-term growth strategy. *"In the three years since implementation, we have seen a 20-30% growth in revenue thanks largely to our IT investments".*

Using Diffusion's comprehensive data management capabilities, data distribution has improved, with in-play price updates now delivered in real-time. With services and tools such as the in-play application working faster, Sportingbet customers now enjoy excellent customer experience. Sports betting generates up to 60 percent of the GVC's revenue and a major new initiative is the match visuals.

Diffusion has helped Sportingbet deliver visualizations of matches using real-time data to provide screen updates. Laidlaw explains, *"Take tennis for example. Customers can follow a match with real-time updates mapped onto a tennis court. Diffusion enables us to push the live data, such as the results of each point and the next player on serve. This intelligent innovation makes games more engaging for the customer, improving the in-play experience."*

DIFFUSION

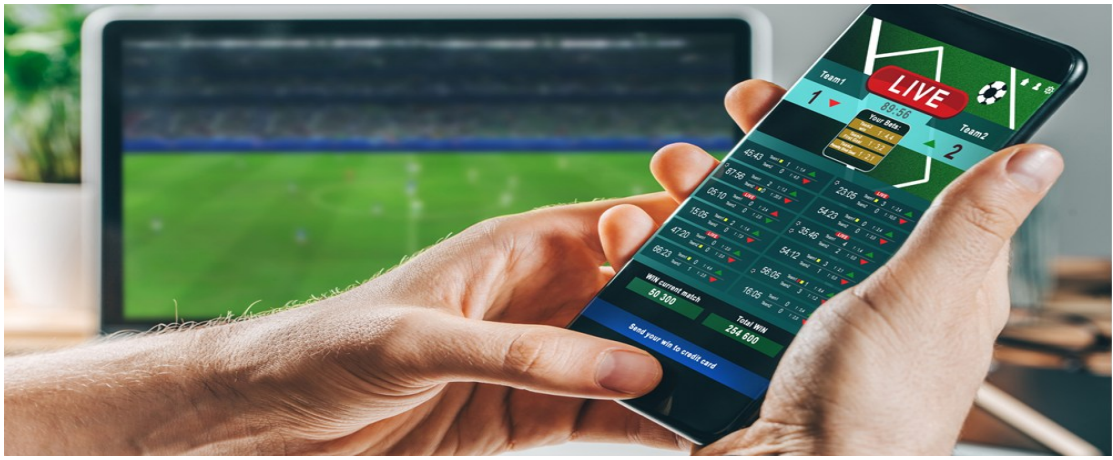
"Diffusion is designed to handle high loads effortlessly, providing the stability and scalability that companies require to thrive in today's fast-paced, competitive market."

Grethe Brown CEO
DiffusionData

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

Diffusion is integral to future international growth for Sportingbet between the UK and Sportingbet's Australian datacenters. All data will be handled by Diffusion, publishing data to all Sportingbet customers and companies. Sportingbet is developing new solutions to identify betting trends, so that more relevant and personalized information can be distributed to customers, and they plan to ensure all market and sport related content is delivered with the help of Diffusion.

Laidlaw confirms, *"DiffusionData is a leader in the iGaming industry and with many companies using the technology it is easier to form partnerships. This is leading to the creation of a unified method for publishing data that is usable on desktop browsers and mobiles or tablets. We have a huge opportunity to do sophisticated things with native applications, as well as to more rapidly identify trends in our customer's activities."*

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.