

Diffusion® Powers Innovative Football Betting Game

How Sports Predictor used Diffusion to reduce operational costs while improving performance



Executive Summary

Sports Predictor was developing a mobile application to give bettors the opportunity to follow and bet with professional gamblers. The application required reliable, secure, highly scalable, real-time data management and delivery. The company selected to manage real-time communications for their application. The Sports Predictor website offers free-to-play contests for an online football game that lets players predict team finishing places over predefined time horizons, such as the end of season, the month or week. The game is played with points that are automatically allocated to a player's account, but players can also purchase additional points. The top players are ranked by performance in a leader board, and the top ten players can win cash prizes monthly, as well as at the end of the football season. Diffusion helped them to...



Deliver accurate and up-to-the-millisecond data to thousands of users



Develop a high-performance communication system that scales to meet high-volume customer demand.



Trade Premier League football

“With its long list of customers in the gaming and betting industry, Diffusion has a strong reputation in the marketplace. The Diffusion platform is technically mature and very reliable.”

Daniel Glenn, CTO,
The Sports Predictor

Challenge

The idea behind The Sports Predictor is to trade Premier League football in an innovative and intelligent way. To make this work, however, it is key that the website can provide live updates to many concurrent online users, and process plays and deals in real time. Right from the beginning and before the concept for the game was even fully developed, the team behind The Sports Predictor knew it had to build its product around a high-performance communications platform that would be able to push accurate and up-to-the-millisecond data to thousands of users at the same time

“Another strength of Diffusion is that it makes it easy to build a great user experience, independent of the device.”

The Solution

With the decision for Diffusion made, the development team around Glenn decided to use the powerful data distribution features of the platform, not only for providing real-time gaming data to The Sports Predictor players, but also for the internal communication among the servers that sit at the core of their IT system. *“It is important that any data or system changes get translated through to the servers immediately, so it makes sense to take advantage of Diffusion - the high-performance communications platform that we chose,”* explains Glenn.

The Outcome & Future

The Sports Predictor was first launched in early 2013 and has since grown fast. The platform has been hosted in Telefónica Digital’s cloud since September 2013, taking full advantage of the partnership between DiffusionData and Telefónica, and reducing overall costs.

The Future With a growing user base, The Sports Predictor now has plans to launch a second football predictor game on the same platform, which will feed into the original game and be integrated into social media platforms such as Facebook. Glenn’s team is also working on a mobile-optimized platform, which will provide seamless user experience across all mobile end devices.

The DiffusionData team is a cut above the rest - great technical experts that can communicate, listen and understand your needs.”



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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.