



Xoomworks creates new revenue streams for PaddyPower Betfair's Sportsbook by increasing the number of data feeds from a greater variety of sports



Client: PaddyPower Betfair
 Size: 1500-2000 employees
 Project: Providing middleware solutions to integrate Betfair's Sportsbook platform with global sports betting data suppliers

Date of Delivery: August, 2015
 Website: <http://www.betfair.com>

Xoomworks Technology boosts betting opportunities and revenue by integrating world-leading sports betting data suppliers with Betfair's Sportsbook platform.



About This Project:

Betfair is the world's largest internet betting exchange, processing more than seventy million transactions every day across its network – more than all of the European stock exchanges combined. Virtually all Betfair transactions are completed in less than a second.

Betfair was founded in 2000 and has evolved continually since then, launching a traditional fixed odds Sportsbook in 2013.

Xoomworks Technology has been central to recent development work to integrate data feeds from world-leading sports betting data providers. Xoomworks' expertise in integrating external data streams has expanded the Sportsbook offering substantially and Betfair's customers now have the opportunity to bet on even more sports, events and markets.

The Challenge:

Betfair needed a solution which was performant, scalable and able to handle high volumes of pre-play and in-play real time data, amounting to several millions of messages per day. The Xoomworks team used their extensive knowledge of open-source messaging brokering technologies to integrate and standardise data feeds for both pre-play and in-play markets from different data streams.

Xoomworks Technology has developed a deep understanding of the gaming industry through working as a technology partner with Betfair, having originally established the betting exchange's nearshore software development base in Romania in 2007.

We continue to run a dedicated development team ensuring extensive knowledge and technical expertise is a retained asset as PaddyPower Betfair continue to expand and invest in their global platforms.



Betfair's Sportsbook platform in numbers:

- ✓ Sportsbook stakes increase by 20% year-on-year
- ✓ Betfair 2016 interim results Sportsbook stakes growth driven by mobile (76% of revenues)
- ✓ 31 number of sports now available and 7 million+ transactions every single day on the Sportsbook platform

The Solution:

This was a complex project which required an agile approach and three-phase solution by the Xoomworks and Betfair development team:

- ✓ A Minimum Viable Product (MVP) was developed, ensuring that additional integrations could be standardised across data feeds, implementing a high-throughput, distributed, publish-subscribe messaging system before integrating additional sports.
- ✓ The delivery model was blended off and on-shore, ensuring an optimum balance between the communication and a real "team approach" between all project stakeholders. The offshore element enhanced the cost-effectiveness of the project.
- ✓ In addition to development activities the team participated in Betfair's on-call rota, which is standard for all development teams in the business. This helped to ensure that risks were perfectly managed during the critical phase of hand-over between development and operations teams.

The Result:

The team developed a robust and easily scalable platform standardised for further data feed integrations. The solution addressed both the needs for future-proofing the technology and the visibility of the platform road map.

Since the project's completion, Betfair has seen an uptick in revenue as a result of the increased number of additional sports and markets available via the Betfair's Sportsbook.

Integration of ITF Tennis, Handball and Basketball has resulted in a dramatic increase in the offering for these sports. This has resulted in new revenue streams for Betfair and increased the number of customer bets. The new Basketball integration saw improvements over the previous integration by increasing the amount of markets offered from 5-10 to 56.

By working with Xoomworks, Betfair was able to access a highly skilled, experienced and cost-effective team, enabling them to deliver the project without compromising on scope, time or cost.

"The Xoomworks Technology development team's outstanding performance for Betfair (Sportsbook/Trading integration projects) has been achieved with a velocity, quality and commitment that has been highly valuable to Betfair. I would take pleasure in recommending Xoomworks."

Paul Cutter, CTO, Betfair

The sports betting integration platform was developed in Java and related frameworks such as Hibernate (database abstraction layer), Guava (utilities and extensions) and Mockito (testing), and Gson (conversion of Java objects to JSON).

Sitting below the Java application layer, the Apache Kafka (open-source, message broker platform) layer provides a unified, high-throughput, low-latency capability for handling real-time sports betting data streams.

The Kafka layer is supported by Apache Storm which is a scalable, fault-tolerant layer. Storm is effectively a distributed real-time computation system that reliably facilitates processing of the sports betting data streams.

Working closely with Betfair, a solution was developed allowing integration of additional sports by simply implementing a new collector and new level one topologies to complete the transformation. The whole platform was built with continuous delivery in mind using automated builds, tests and deployment processes using standard technologies such as Git, Jenkins, Chef, Ansible and Go.



About Xoomworks Technology

Xoomworks Technology helps technology driven companies to solve their software development challenges cost effectively, by providing dedicated teams of near shore skilled resources. We can work directly as part of your team or can take full ownership of the development process. We have strong capability in open source, web, mobile and QA technologies and we have deep expertise in the travel, financial and gaming business sectors.

Interested in finding out more about Xoomworks Technology?

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