

# Unibet

CUSTOMER CASE STUDY

February 2011

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## LIVE SPORTS BETTING

*"We have 4.4 million registered customers in more than 100 countries and needed a solution that could deliver on our requirements on scalability and reduced latency,"*

- Stefan Norberg, Chief Architect of Unibet, one of the largest e-gaming operators in Europe.

## Sportsbook - Live in-Game Betting

Unibet is one of the largest online gambling operators in Europe. Through their website and other platforms (including mobile phones and digital TV), they offer online poker, casino games, scratch cards, sports betting, live betting, bingo and soft games.

### Challenge

Latency may not be an obvious issue for everyday Web users, but is a critical business problem for online gaming companies such as Unibet. Using the incumbent middleware infrastructure (web server and application server), it can take several seconds between the odds is available on an online gaming operator's server and when it is pushed to a client's browser. This lag means that by the time a user places the bet, the odds may no longer be valid and therefore a bet cannot be placed; this translates into significant loss of revenue for the operator.

At first, Unibet designed an in-house solution that used a standard web and application server design. However, this architecture utilized polling techniques which are resource-intensive and contributed to a lag in performance. The architecture limited the types of bets Unibet could offer to their fast-growing customer base. Unibet quickly needed an improved design to enhance scalability and dramatically reduce latency. Their 4 million customers were demanding it



**Unibet**  
Valletta, Malta  
www.unibet.com

**Type:**  
Public OMX: UNIB

**Industry:**  
Online Gambling

**Customers:**  
4.4 million customers worldwide

**Kaazing Products & Services:**  
Kaazing WebSocket Gateway  
Kaazing Global Support

**Key Benefits:**  
Simplified architecture with flexibility and adherence to open standards  
Support for AMQP protocol to access existing messaging systems  
Reduced latency to enable more betting by more users which translates into more revenue

## Solution

### Product Evaluation

During the vendor evaluation, Unibet looked for a simplified architecture that would give them the flexibility to design and deliver a new solution that meets their business structure, not change the business to fit the technology. They investigated a number of COMET- based vendors but decided these solutions would not scale. They also decided the chosen solution needed to support a distributed data center, as well as be built on open standards in order to prevent vendor lock-in.

All of which pointed to Kaazing as the natural choice.

Kaazing WebSocket Gateway supports distributed data center, as well as AMQP which is the protocol Unibet used to access existing messaging systems.

Unibet is currently using Kaazing WebSocket Gateway, deployed in 2 data centers in Malta and London with potential to expand to other data centers.

### Business ROI

The low latency delivered by Kaazing WebSocket Gateway meant more clients can place more bets faster than Unibet's competition. This translates into better user experience and more revenue - allowing Unibet to stay ahead of the competition. Furthermore, the solution reduced the backend infrastructure cost significantly - from hardware, software, bandwidth usage to data center resources.

**For more information, please visit [www.Kaazing.com](http://www.Kaazing.com) or contact our sales organization ([sales@kaazing.com](mailto:sales@kaazing.com)).**