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Business Domain

Hi-Tech
and Software Platforms

Project Type

Software Platform With Cloud
Backend and Frontend Applications

Bookmaker Doubles Processing Speed of 5 Million Customer Queries with Automation by Intetics

Client

The Company is one of the world's leading betting and gaming enterprises. Its origins are traced back to 1886. The market leader in retail bookmaking in the UK, Ireland, and Belgium, where it operates betting shops. The Company also operates betting facilities at FA Premiership grounds and racecourses, including Ascot.

Project

Creating a new system for reading betting tickets, which involved the digitalization of hand-completed forms and the conversion of their data into barcodes. The system also automated the registration of bets directly into the database and the information exchange between retail stores and the server.

Objective

The Client's existing system was falling behind. It was built using old technologies that were hard to scale. The system was becoming slow and increasingly hard to support, and it was difficult to add new functionalities. The Bookmaker was looking for a reliable partner to update the system and add new features such as the automation of registrations and information exchange.

Team Reinforcement

The Offshore Dedicated Team® (ODT) was formed for the client's needs. The outstanding performance of Intetics team played a critical role in the long-lasting cooperation with the Client. Having tried other development providers in the past, the Bookmaker chose to work with Intetics.

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Challenge

The Client is a world leader in remote betting and offers thousands of betting markets on a daily basis over the telephone and the Internet. Their website incorporates the highest levels of security that underwrite an integrated array of sports betting and gaming services available 24 hours a day, 365 days a year.

The main challenge was the slow, outdated system that had many issues. There were several failed attempts to fix it through third-party vendors.

The Client doesn't have its own R&D department capable of rebuilding and supporting its system. In addition, the requirements for the system were highly complex, and this made the task of creating an R&D team exceptionally complicated for the Client.

Quick Facts

✓ Handled 250,000 bets during World Cup

✓ 100% entirely reworked the existing Client system

✓ The system performance increased x2 times and continues improving

Technologies
C# /.NET Core / Bootstrap / Entity Framework / HTML5 / AWS / React / Selenium / JavaScript / Web API / Webpack / xUnit

Solution

★ 01

Working with Intetics, the Bookmaker received a high-performance system that automated customer query processing.

★ 02

The solution centralized synchronization, making the management of their 3,000 remote store locations more flexible. It also made the system more scalable.

★ 03

Despite working with scarcely documented code, Intetics updated and automated the system's query processing. Automation made customer query processing 2 times faster.

★ 04

The Intetics Offshore Dedicated Team migrated the existing system to .NET and developed a variety of new functionalities. They created a new system for reading betting tickets, which involved digitalizing hand-completed forms and converting the information into barcodes.

★ 05

The Client was able to focus on the core business domain and avoid thinking about engineering and digital solutions. The unique value of the Team made integration with the Client smooth and efficient.

Client Reference

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The entire Intetics Dedicated Team® received a special commendation for the high quality of their work and the project's reliability.

CIO

Benefits and Results

★ Working with Intetics, the Bookmaker gained a high-performance system that automated customer query processing. Net revenue increased by 29%.

★ The new solution created centralized synchronization, making the management of 3,000 remote store locations more flexible.

★ The more flexible and scalable system showed no volume limit and effortlessly handled 5 million customer queries on the busiest day.

★ Within 1 year, the Intetics team was able to deliver the first version of the system to production.

Techstack:

C#,.NET Core, Bootstrap, Entity Framework, HTML5, AWS, React, Selenium, JavaScript, Web API, Webpack, xUnit

Team: 20+

Project Manager, Scrum master, System Analyst, Team Leads, .NET Developers, JavaScript Developers, QA Engineers