



“Our CIO made a special point of congratulating the whole team on the high quality and reliability of the project results!”

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BOOKMAKER DOUBLES PROCESSING SPEED OF 5 MILLION CUSTOMER QUERIES WITH AUTOMATION BY INTETICS

🔗 OBJECTIVE

To automate the customer information processing of the largest bookmaker in the United Kingdom.

🌀 CHALLENGE

UK's bookmaker company manages 5 million customer orders a day. Their existing system was falling behind, as it was built using old technologies that were hard to scale. The system was becoming slow, increasingly hard to support, and it was difficult to add new functionalities.

The bookmaker was looking for a partner to update the system and add new features such as automatization of registrations and information exchange, better scan and recognition of tickets and improved process of clarifying results with easier access to individual accounts.

💡 SOLUTION

Having tried other development providers, the bookmaker chose to work with Intetics because of its outstanding performance against other suppliers. The Intetics team migrated the existing system to .NET and developed a variety of new

functionalities. It created a new system for reading betting tickets, which involved digitalization of the hand-completed form and converting the information into a barcode. It also automated the registration of bets directly in the database and automated the information exchange between a retail store and server.

Finally, it made it easier to verify results with access to individual accounts, which simplified the process of winnings payouts. Throughout development Intetics team documented and updated code that supported the system.

🛡️ RESULTS

Working with Intetics, the bookmaker received a high-performance system that automated customer query processing. It centralized synchronization, making managing their 3,000 remote store locations more flexible. It also made the system more scalable, which made predictability of future business growth more reliable. Despite working with scarcely documented code, Intetics updated and automated query processing. Automation made customer query processing 2 times faster. The more flexible and scalable system showed no

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limit for volume and effortlessly handled 5 million customer queries on the busiest day. Thoroughly documented code also allowed better management and support in the future, as well as easier possibility of adding further functionality.



QUICK FACTS

- ✓ *Improved processing of 5 million bets on the busiest day*
- ✓ *Processed 250,000 bets during the World Cup*
- ✓ *Doubled customer query processing*

speed

- ✓ *Centralized info across 3,000 retail locations*
- ✓ *Net revenue increased by 22.9%*