



Betfair
London, England
www.betfair.com

Industry:

Media & Entertainment

Annual Revenue:

US \$360 million

Employees:

1,000

Oracle Products & Services:

Oracle Database
Oracle Real Application Clusters
Oracle Coherence

“Oracle Database has enabled us to set new performance benchmarks in a real-time environment experiencing exponential growth.”

– Rorie Devine, Chief Technology Officer, Betfair

Betfair Ensures IT Scalability and Performance to Support Explosive Growth of Online Betting Business

Betfair is the world’s first and largest betting exchange with a 90% global market share and 1 million customers in 90 countries. The peer-to-peer betting model, which Betfair pioneered, allows customers with opposing views to place bets directly against each other online and modify their positions during the course of a race.

Challenges

- Implement a scalable, high-performance, secure technology platform to support a 24/7, real-time online betting exchange with unmatched periods of spike intensity, no delay tolerance, sensitive customer data, and user numbers doubling annually
- Select technology and an IT partner that can be counted on for continuity and continued innovation in the years ahead

Solution

- Chose Oracle for its real-time infrastructure, unrivalled scalability, and ability to manage Betfair’s sporting, gaming, and white-label exchanges on a single database instance
- Became one of the top five busiest databases in the world with 20 million transactions each day and 1,000 bets per second
- Ensured that 99.998% of bets are placed within one second, and achieved average customer transaction times of 23 milliseconds
- Improved bet matching speed, performance, and user-response times with Oracle Coherence caching technology
- Ensured maximum security for customers’ personal and financial data with Oracle’s data encryption functionality
- Generated up-to-date market intelligence on customer behavior patterns and market trends using a data warehouse built on Oracle Database with Oracle Real Application Clusters
- Achieved year-on-year revenue growth of 65% and increased share of total U.K. gambling market from 4% to 10% in four years
- Devoted up to 25% of development time to engineering new innovations and product features and road testing emerging technologies to identify the performance efficiency benefits
- Tested new Oracle technologies, such as Oracle Database 11g, in a challenging environment and worked with Oracle developers to incorporate new features and functionality