CASE STUDY

Company Makes Sports Betting Easy with Embedded Devices & Mobile Apps

ABSTRACT

A major online betting company wanted to bring mobile apps and betting terminals (consoles) to people who like to place bets responsibly. The company approached Indus Net Technologies for mobile app development, console platform development and web development. Indus Net Technologies used Intermediate OS for console platform development, while for mobile app development, INT used native app development. The result was, the client could bring sports betting to millions.

HELPING THE CLIENT TO MAKE ENTERTAINMENT ACCESSIBLE TO END USERS

The betting leader approached Indus Net Technologies for developing a platform for their betting terminals, which could be placed across stores, malls and other commercial areas of cities and towns in certain countries in Europe. The client also wanted to bring sports betting to mobile devices, so that users don't have to travel all the way to the nearest gaming terminal owned by the client, when they felt like rolling the dice.

Indus Net Technologies used Intermediate OS to create a high-performance console platform. To help the client go mobile, Indus Net Technologies used native mobile app development for iOS and Android platforms. The numbers reveal the success of this strategy. Our client currently has more than 5 million active users in Europe.

BUILDING A HIGH-PERFORMANCE BETTING TERMINAL

While the client's wish to bring gaming consoles to sports fans who want to bet sounds like a fun exercise, technically it posed a number of challenges. A betting console that can be installed at storefronts, malls and other commercial areas is usually an embedded system with limited computing capacities. It is not possible to create a regular platform for such an embedded device, especially when one considers the humongous amount of data generated by online betting. One can imagine the size of the data if one considers all the games, bets, scores, and live streaming that goes into a betting terminal such as this.

Indus Net Technology's solution was to use Intermediate OS, with a Request and Reply protocol. Usually, each time an app is loaded, and a user clicks on something within the app, all or a majority of the data that is stored in the server is requested at once. This leads to clumsy performance. Sports fans who place bets are usually charged with adrenalin. Anything that seems to slow them down will only irate them. A Request and Reply protocol ensures that the platform requests the server for data only from that particular module/menu. This way, one can ensure a high-performance embedded device, in spite of each of these devices generating and consuming large amounts of data.

Indus Net Technologies created a platform for the client's three terminals that ensured high performance while also making it user-friendly, secure and graphic-rich.

> " We did not want eager sports fans to wait for consoles to lead betting pages. We wanted them to be able to place bets smoothly and quickly "
>
> - Project Lead

FEATURES OF THE BETTING TERMINALS

- Multiple betting options
- Not limited to winning and losing
- Betting on individual players
- Betting on live tournaments
- Only registered users have access to betting area
- Membership cards provide benefits
- Live streaming of images and videos
- Eye-catching graphics
- 3 different terminals with similar core functionalities
- Highly secure and safe
- Secure and timed sessions and authentications

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BRINGING SPORTS BETTING TO MOBILE DEVICES

The client also wanted robust mobile apps that could encourage users to place bets right from their smartphones and tablets. While this sounds easy, the challenges that our customer faced included maintaining uniformity of experience and data synchronization between mobile apps and web view. Yet, Indus Net Technologies ensured that native apps for both iOS and Android devices were not only developed, but that the connection between mobile apps and web view weren't anachronistic or dissimilar.

Indus Net Technologies developed mobile applications that loaded fast, came with rich graphics, and also enabled users to place bets easily from their mobile devices. INT's development team used PHP, JavaScript and CSS for backend purposes, while Android SDK, Eclipse, Java and XML were used for frontend Android development. For iOS, all that INT used were XCode and Objective C.

Technological challenges while developing the mobile app included ensuring uniformity of UI/UX across mobile and desktop devices, making the app faster and making sure that unnecessary levels of information weren't downloaded from the server. To make sure that all these challenges were met, developers at Indus Net Technologies used Qt, C++, Common Gateway Interface (CGI) and MySQL DB.

Now, these apps are regularly used by users across the world to place bets on their favorite teams, athletes and championships.

FEATURES OF MOBILE APPLICATION FOR IOS AND ANDROID DEVICES

- Attractive splash screen
- Ease of use
- Special focus on UI/UX
- Rich graphics
- Filter results and options easily
- Multiple language support
- Place bets quickly and safely
- Industry-grade security standards
- Only authenticated users have access to the platform

> " It was a challenge to bring web view and the apps to work alongside, but we could do it because of the years of experience we have "
>
> - Project Developer

SPORTS BETTING NO LONGER REQUIRES TRIPS TO SHADY CASINOS OR BOOKIES

While betting and gambling have often been restricted to seedy or expensive casinos in faraway towns, it no longer needs to be so. Consoles have brought sports betting closer to people, especially when the law allows it, and people are culturally attuned to responsible gambling. The clients, who have emphasized on responsible gambling for almost 2 decades now, have brought betting consoles closer to people who could play responsibly.

By bringing sports betting to mobile devices, the client has enabled millions of sports fans to place bets from the comfort of their homes. All along, Indus Net Technologies has helped our customer to develop mobile apps, console platforms and also web development, which was done in parallel.

Embedded devices are used in various industry vectors today, and creating high-performance platforms for them can sometimes be difficult. Indus Net Technologies' approach of Request and Reply protocol helps embedded devices to perform well, in spite of large amounts of data that is generated and consumed. Additionally, INT's mobile app development solutions have been emulated even by its competitors. To understand how we can help you develop platforms for your embedded devices or develop native mobile apps, contact us today.

ABOUT THE CLIENT

The client has been instrumental in bringing responsible gambling to people across the world. With a core focus market in European countries such as Austria, Denmark and United Kingdom, the client has made major strides in making placing bets easier and more technologically accessible.

ABOUT INDUS NET TECHNOLOGIES

Indus Net Technologies is an award-winning, global digital service company, providing enterprise mobility, mobile app development, web application development, analytics and digital marketing solution to mid-large enterprises across forty countries through its offices in India, UK, USA, Canada, Singapore and Saudi Arabia.

Indus Net have proven expertise in Financial Service/BFSI, Media, Publishing, Entertainment, Retail, Health and Professional Services business verticals.

With a team of 750+ digital professionals and experience of executing 11000+ projects over two decades, Indus Net have touched over 200m+ lives.

Being ISO 9001, ISO 27001 certified and appraised for CMMi Level3, Indus Net is known for agility, partner approach, innovation and technology excellence.

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