



**/NVEN/CA**

**Transforming business  
with innovation**



## A safe bet for Europe's leading online sports and gaming exchange

### **Invenica worked with **Betfair**, the world's largest online betting exchange, developing part of the market leading Betfair Experience app.**

The project was conducted in an accelerated time-frame, with just 12 weeks before a major sporting event and launch. A key feature of the transition to mobile was that it needed to adhere to current and future strategic market deployments across all major mobile platforms.

#### **/What we did**

One of the most significant challenges was to develop a new portal that incorporated as many of the existing back-end APIs as possible. As well as this, it had to be built on top of several key frameworks that were unfamiliar to Invenica's team, and within the constraints of Betfair's complex delivery process. Added to this, the boundaries and requirements of the project were still being established even though they had progressed to the development stage. Consequently, Invenica became directly involved in the prioritisation and clarification of requirements, to ensure that the deliverables were met.

To meet the demands of the project, Invenica provided a dedicated, full development team. The team had a unique blend of experience – both extensive domain knowledge of betting, coupled with a track record of working with complex client projects on-site, and the technical ability to learn and develop on a new, custom-built framework.

Our team collaborated and worked with betfair's subject matter experts, and project stakeholders throughout every aspect of the program, delivering a high-level service, despite the time pressures and stringent review process.

#### **/What we delivered**

Invenica delivered the first phase of the product on time, and to specification, working through a complex multiple disciplined timeboxed project:

- /// Technical programme governance to match the ambitious commercial business objectives
- /// Rapid deployment of a bespoke mobile platform
- /// Breadth and depth of technical knowledge

The success of this project, paired with Invenica's ability to deliver efficient, high-quality results, has established the team as leading experts within the mobile space.

## /About Invenica

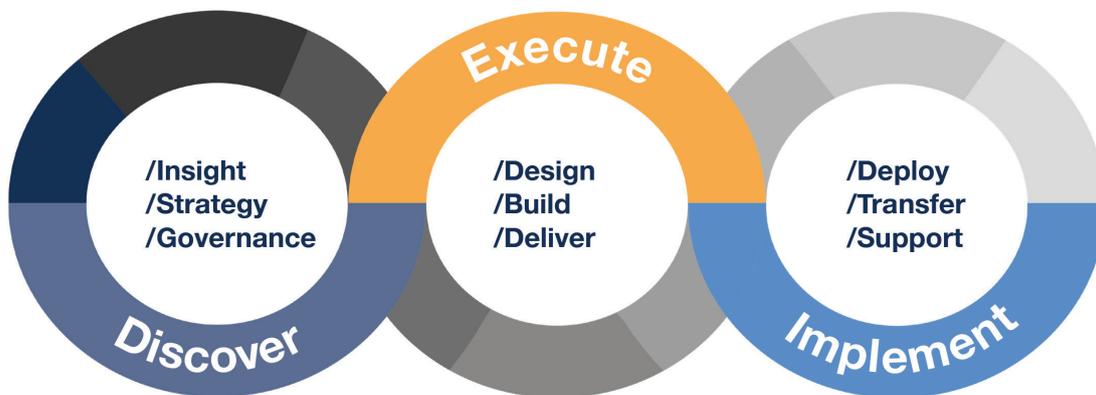
**Invenica is an independent technology development and consultancy company. We use technology innovation to solve difficult problems for our clients.**

We have deep technical and industry knowledge, and a breadth of experience delivering complex enterprise projects. We work for global blue-chip companies, delivering mission critical solutions in the most demanding of environments. We help our clients develop a clear IT strategy – working with them on POCs and Prototypes that deliver a tested and “fast tracked” approach.

## /Discover The Possible

We launched our “**Discover the Possible**” program in January, and over the coming year, we will be exploring the challenges and opportunities of emerging technology. We will be separating the fact from the fiction, translating the buzz words and jargon into simple plain language, and analysing real business use cases. Our team will be collaborating with our clients, partners and subject matter experts across the markets creating whitepapers, webinars and industry articles to spark discussion and debate.

## /Delivery Framework



We build solutions that perform in the most demanding of client environments and have a rigorous testing and quality assurance process. Our clients trust us to deliver a “right first time” deployment and migration path for the solutions being developed.

We have just published our Blockchain whitepaper and Retail industry article, as part of our Discover The Possible program. To download the content, visit [www.invenica.com/discover](http://www.invenica.com/discover)

To keep up to date, visit [www.invenica.com](http://www.invenica.com) or follow us on Twitter and LinkedIn.