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A POINT SOLUTION
FOR REAL-TIME
ACCESS TO DATA

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TODAY / FOR THE
FUTURE

FRAXSES

POINT SOLUTION FOR REAL-TIME ACCESS TO DATA

An online sports betting and gaming provider asked Intenda to conduct a point solution to establish whether Fraxses had the capability to meet its expanding data needs.

The gaming provider was investigating solutions with the potential to replace its existing data management system and processes, which were inefficient and did not support future growth. It required a solution that assured speed, accuracy and availability of management reporting, thus enabling faster decision making. As a key requirement, the system needed to facilitate automatic data collection and aggregation in real-time or near-real-time.

Fraxses' track record in connecting disparate data sources and making data available on demand is well-documented. Along with the unparalleled flexibility and scalability it offers, this made the platform a strong contender to deliver the real-time access to data the gaming provider needed.

PROBLEM STATEMENTS

The limitations of the gaming provider's existing data management processes and systems had given rise to a series of problems.

- Reliance on Excel Spreadsheets and manual processes to collect and manipulate data for use in management reporting dashboards:
 - Very time-consuming
 - Limited scalability
 - Insufficient flexibility for advanced BI and reporting
 - Did not allow for verification against source data, thus accuracy could not be ensured
- Siloed Data:
 - Reconciling the data from two external gaming platforms was an ongoing challenge
- Existing data warehouse was not being utilised due to:
 - Difficulty in accessing the data
 - Uncertainty as to whether the data could be trusted

KEY OBJECTIVES

These key objectives formed the basis of the point solution:

1. Connect Fraxses with the defined data sources and ingest their data in as close to real-time as possible, through APIs.
2. Create and curate Fraxses Data Objects (Data Products) that:
 - i. Allowed for all the gaming provider's Excel spreadsheet information to be made seamlessly available to BI tools and other data consumers, as required by the business;
 - ii. Incorporated player information from the Player Backoffice platform.

PROJECT TIMELINE

The project spanned 8 weeks in total, however, access to the relevant external platforms had to be arranged before the implementation itself could proceed. Once the gaming provider had secured the requisite permissions, the bulk of the work was completed in 14 days:

1 day: Project kick-off workshop

1 day: Preparatory development work

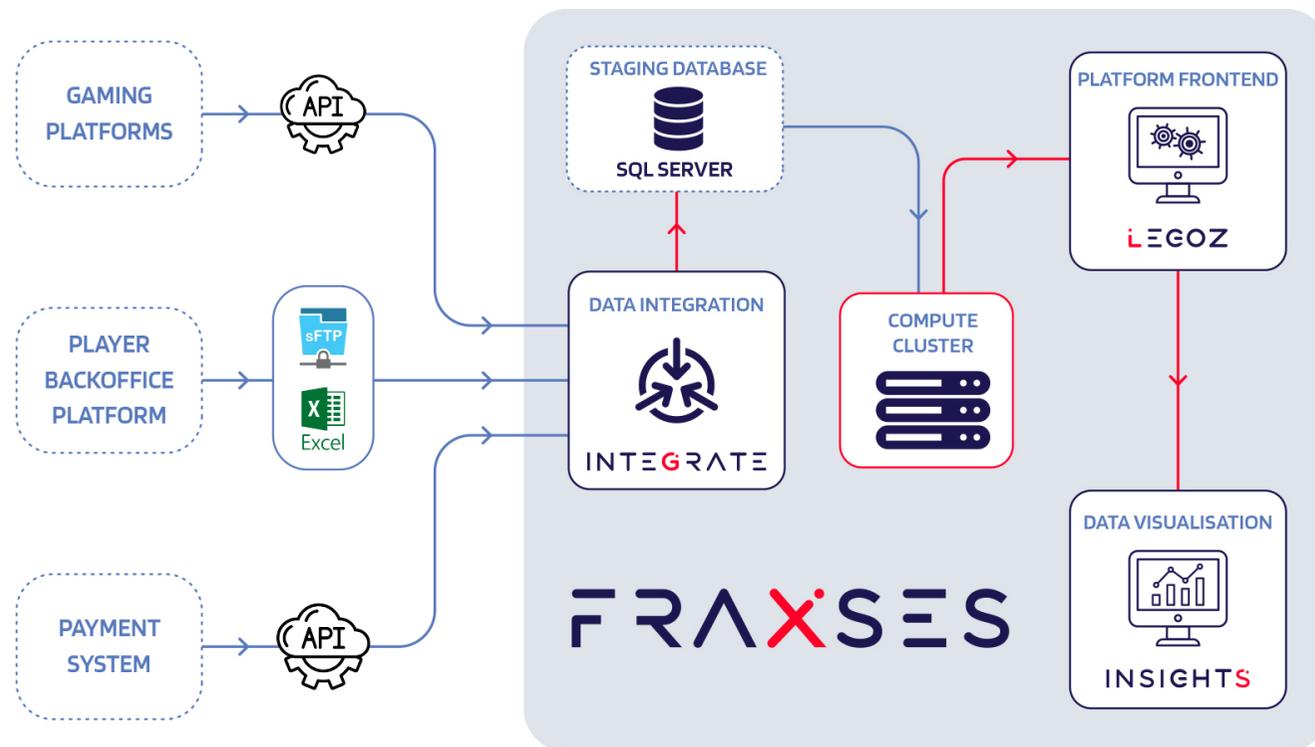
1 day: Fraxses installation

5 days: Configure data from all sources for ingestion into staging database

5 days: Reconcile data from all sources and generate first report

1 day: Project close out

IMPLEMENTATION



This diagram illustrates how data was moved through the Fraxses architecture.

For the purposes of the point solution, Fraxses federated to a staging database rather than running live queries against the source systems. Due to data quality concerns, the gaming provider's existing data warehouse was not included in the implementation.

The gaming provider's existing Excel outputs were replicated in Fraxses Data Objects, which also incorporated player information from the Player Backoffice platform. Fraxses Insights, the platform's data visualisation module, was used to generate dashboards and other reports.

This implementation resolved several longstanding pain points, providing a scalable solution that eliminated challenges in accessing data; assured the quality and reliability of data; automatically reconciled data from different systems; and allowed for accurate reports to be produced on demand.

JUST THE BEGINNING

The point solution clearly demonstrated Fraxses' capability to solve the gaming provider's immediate data challenges. A full implementation will enable the gaming provider to derive further value from Fraxses by leveraging the platform to facilitate the following:

- Data migration
- Enhancing data quality and integrity
- Incorporating legacy systems into the new reporting environment
- Either incorporating or reducing the function of the existing data warehouse
- Empowering business with low-code access to company data
- Writing back to key systems where updates/fixes are required
- Protection of personal data
- Securing and managing access rights to data
- Broad-based usage possibilities – could be extended into other business units such as Finance, Group Reporting or Internal Audit.

OUTCOMES

The point solution delivered all key objectives and several additional returns on investment:

- Streaming and real-time data was ingested from gaming platforms, with all historical data being stored in the staging database within Fraxses. Full auditability and lineage assured on all data.
- Transaction dates were aligned across different gaming systems, thereby eliminating duplication, with data cleansing conducted based on defined rules.
- The introduction of secure, centrally controlled access for all users eliminated opportunities for fraud.
- Fraxses allowed for reports based on real-time data to be generated automatically, thus eradicating the longstanding difficulties in creating accurate and timely reports.
- Previously siloed data from disparate external gaming platforms was successfully reconciled, based on rules with notifications.
- Daily, monthly and weekly reports and dashboards were reproduced as required. Creating more charts and exporting data for presentations or storyboards is an easy process.
- The Fraxses implementation delivered trusted data that required minimal interpretation, with lineage allowing for changes and calculations to be tracked.

If you're interested in running a Fraxses point solution in your organisation, contact Intenda today.

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