

To succeed in business it is necessary to make others see things as you see them.

## Design and Development of a Betting Portal

### Abstract

The portal is owned and operated by the client based at Canada. Gateway designed and developed the Betting Portal to enhance their business over World Wide Web.



## Client Profile

The client is into online gaming business, located at SK, Canada. They are major service provider in online gaming.

## Business Need

The Client was looking forward to build a Betting portal, where users would be able to register themselves for free. To participate in a draft they can deposit funds using the credit card. There will be transaction fees of certain percentage applied to the deposits. Once funds are deposited then member will be able to signup for the draft. If there will be drafts that require a certain minimum amount or even more, depending on amount of fund they have in their account, they will be able to signup accordingly. There are four main public sports that will be included in the site as Baseball, Basketball, Ice Hockey, and Football. There will be a commissioner who will have full authority to create leagues and setup percentages for price pools. There will be a live draft application and stat tracker. The statics will be fed by third party and system will work via XML feed. Stats will be uploaded by FTP push from their end to the server.

## Challenges

- ◆ The usage of the latest web technology to deliver the standardized UI component.
- ◆ Development of system which will support 10,000 concurrent users at a time
- ◆ Designing PUSH-PULL Model (auto push by server)

## Gateway's Solution

GTL Team has designed and developed each module of the portal. It has three components such as Public, Private and Administrator. This application is operated on windows platform and components developed using .NET framework and ASP.NET (AJAX, Catching etc). The list of major features planned for site is divided into unique modules as listed below:

Gateway has implemented the requirements into major three modules – Public site, Member site and Administrative site, which will be operated on the MS Windows platform. MS .NET framework, ASP.NET, and MSSQL server were the base to support the solution architecture. The features like PUSH-PULL model, AJAX, Caching, Custom Blog etc have enhanced the usability, performance and productivity of the site.

- ◆ **Cashier** - Users can deposit fund by using credit card. Users can also withdraw fund, preview transaction history etc.
- ◆ **Transaction History** - Members can view log of the transactions they made on the site.
- ◆ **Draft** – The complete drafting process run as per the turn/pick of the Contestant which is defined in the rules. In drafting process, user gets the lists of all players and a list of player's positions to draft. He/She will choose players in his/her team from this available pool of players.
- ◆ **Rosters** - Only private users can view their roster statistics as per the contest selected in any of the games offered by fantasy sporting.
- ◆ **Standings** - Only private users can view their standings in selected contest of, any of the games offered by fantasy sporting. After joining the contest users can see their standings by points they have earned from the rosters.
- ◆ **Stats data** – A third party provider provides information / statics of live scores. GTL installed / configured scheduler on the server to import XML data provided by third party provider. As per the time setting the scheduler receives XML file and import it to the site database.

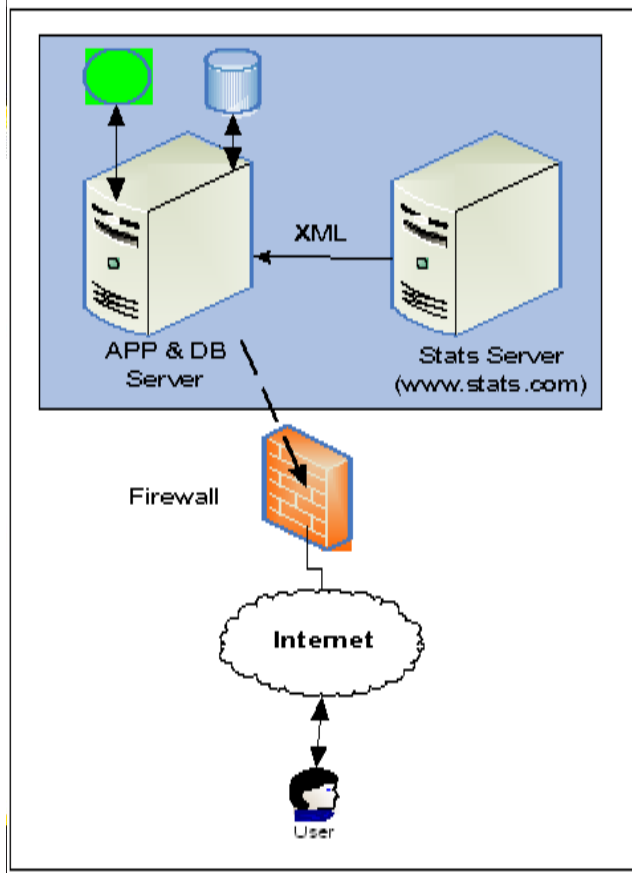
The portal has three main type of users as mentioned below:

- ◆ **Free / Registered Users** - They have restricted access to the features offered by the portal. The major features like View Public contest, View Lobby, Info, FAQs, Manage Profile etc. are the main features offered to the free registered members.
- ◆ **Paid Registered Users** - They have full access to the features offered by the portal. The major features like Manage contest, Join & withdraw contest, Manage funds etc. are the important features offered to the paid registered members.
- ◆ **Administrator** – They have total control of the portal, which can Add/Edit/Delete contents and links from the portal.



# Case Study

## Communication Interface



## Benefits

- ◆ Maximum Participation in different contests at a time, increasing the members participating multiple contests, hence increase in overall Profitability
- ◆ Offer users to participate in fun, fast, fantasy sports contests with cash prizes.
- ◆ League lasts for shorter duration than traditional season-long fantasy sports games.
- ◆ The contests are available round the clock, so user can draft at their convenience.

## Technology

- ◆ .NET Framework 2.0 (ASP.NET, C#)
- ◆ MS SQL Server 2005
- ◆ IIS 6.0
- ◆ Browsers – IE6+, FireFox 2.0+
- ◆ Windows Server 2003
- ◆ AJAX

## Industry

Gaming



# Case Study

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**Gateway TechnoLabs Pvt. Ltd.**

Head Office: B/81, Corporate House, Judges Bungalow Road, Bodakdev, Ahmedabad - 380 054 INDIA.

Tel: +91 (79) 2685 2554 / 55 / 56 Fax: +91 (79) 2685 8591 Email: [gateway@gatewaytechnolabs.com](mailto:gateway@gatewaytechnolabs.com)

Web: [www.gatewaytechnolabs.com](http://www.gatewaytechnolabs.com)

