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# DIVIDE DATA

Build products with your  
real time data

[www.dividedata.com](http://www.dividedata.com)

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**We believe real time is the new normal  
and companies need to act on data quickly**

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**Dandelion is a technology platform  
to help discover, define and handle  
real time data events**



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**That enables you to react  
and take action on real time events**

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**We make it easier and quicker  
to access your real time data,  
unlocking real time products and analytics**

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# CONCEPTS: INTRODUCTION TO REAL TIME

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## Events: What's happening in your price feed?

- Multiple different sports and racing markets, each with constantly changing data points.
  - Price is a common data point that constantly changes.
  - These changes are called **events**
  - Events can happen in large volumes, exist for a few seconds and happen concurrently across multiple markets.
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## Data at Rest: How are events currently handled?

- Majority of decisions and analysis around markets and their events is done retrospectively.
  - Analysed in a static format and a team decides what to do with those insights
  - Existing tech stacks and engineers are equipped to handle static data
  - The event has already happened, any opportunities or immediate insights have been missed.
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## Data in Motion: Problems encountered building for real time

- New technology - Building capability and culture
    - *Moving from "Data at Rest" to "Data in Motion"*
    - *Highly time consuming, complex and expensive*
    - *Hiring specialised talent*
    - *New technologies and pace of working*
  - Taking action on events
    - *You've built the infrastructure, how do you do to take advantage of it?*
  - Moving fast enough - Product backlog
    - *Existing backlog and BAU is overwhelming*
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**We help you overcome  
2 primary problems**

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## Access real time capabilities quicker

We take the complexity out of building real time data infrastructure and handling data in motion

- We provide the capability and intelligence to capture and process real time data changes
  - We provide the capability to store and access the data
  - We use your existing APIs
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## Take action on real time data events

We provide common, prebuilt functions for betting companies to handle event changes

- Start acting on your real time data straight away.
  - Focus on applications across consumer products and data analytics.
  - Made available to you through an API or webhook.
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# DANDELION: REAL TIME DATA PLATFORM

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**Our approach allows you to rapidly unlock numerous applications for your customers and business**

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# Dandelion: Real Time Data Platform

## Connect: Event Stream Processing



Connects to your API.  
Ingests and handles your  
real time data

### Search



Intelligent search over all  
of your markets, with the  
latest prices

### Scripting



Define the events you want  
to take action on and write  
Javascript to handle them

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## Connect: Giving you real time capability

- Map to your Data Model
- Create streams of events
- Data ingestion and indexing
- Event creation and handling
- Fast storage
- APIs and Webhooks

### Benefits

- The heavy lifting is done
  - Faster time to market - months to years advantage
  - Reduced legacy - infrastructure always improves
  - Focus on product output
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## Scripting: Take action on events

- Common functions to handle data
- Specific for betting companies
- Analyse and take action on events
- Uses Javascript - well documented and understood
- Intellisense documents code as you write
- Integrate with APIs in your tech stack

### Benefits

- Rapid application development
  - Write multiple applications quickly
  - Prototyping or core product engine
  - Consumer and Business applications
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## Scripting: Key Function Areas

### Notifications and Alerting

Get told when things happen

### Calculators

Arbitrage, Odds conversions, Kelly Criterion

### Instrumentation

Generate graphs, store logs, use counters and tag data

### Integration

Call into HTTP services, send e-mails, SMS messages or post Slack messages

### Time Windows

Scan and filter through all historical data

### Script Management

Dynamically create scripts, stop / start scripts, get execution metrics

### Storage

Per-script and global key/value storage, weighted lists for ranking data

### Search

Intelligent search over all markets with the latest pricing information



# Out the Box Applications: Consumer Product

- Price Notification  
(e.g. Notify when price reaches 2.5)
- Team Event Notifications  
(e.g. Notify when Hull City are playing)
- Market Movers  
(e.g. Show me games where the odds are changing)
- Random / Conditional Bets  
(e.g. Find me a random bet between prices 2.0 and 4.5)
- Dynamic Promotion  
(e.g. Trigger on condition - e.g. low Chelsea price for 5 minutes)

## Benefits

- Flexibility to build small → large products
  - Prototype products of interest - avoid big bang
  - Reduce time to market
  - Influence AARRR Metrics
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# Out the Box Applications: Risk, Ops and Analytics

- **Vigorous check**  
(Check published prices are within tolerances)
- **Slow Updates check**  
(Potentially interrupted market feeds from 3rd parties)
- **Arbitrage checking**  
(Notify internal risk tools when market changes)
- **Anomalous prices**  
(Check when prices exhibit unusual behaviour - huge jumps)
- **Instrumentation**  
(Dashboard interesting analyses)

## Benefits

- Inform trading strategies
  - Identify revenue leakage
  - Real time data trends for analytics
  - Integrity of infrastructure
  - Evaluate data feed health
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## Platform as a Service



Annual commitment, monthly subscription.



Tiered packages of production applications.



Manage data model, scripting and streams.



Unlimited Dandelion API calls.



Tiered 24 x 7 support levels.



Consultancy available.

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# WORKED EXAMPLE

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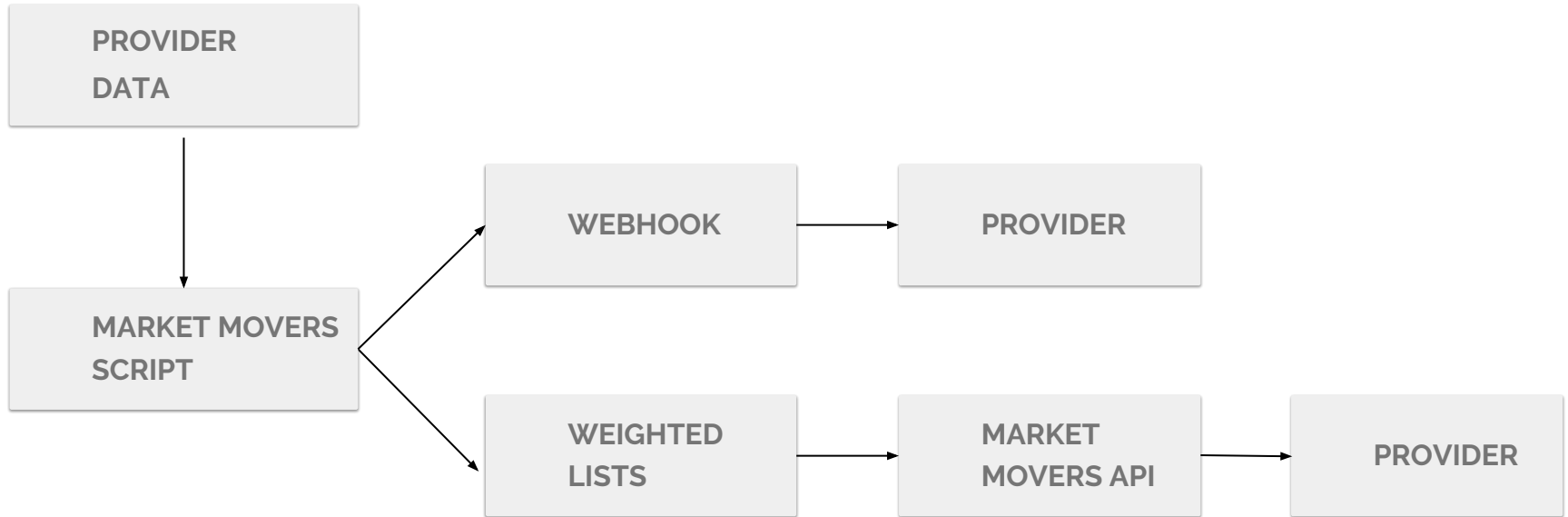
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## Worked Example - Market Movers

1. **Connect:** We've mapped your data model and handling your data. You want to explore a market movers application.
  2. **Scripting:** Using our functions, we write a script that detects a set of conditions that meet the definition of a market mover. This could include price changes over certain time periods.
  3. **We Publish:** Each time that condition is satisfied, we push the events to you through a webhook.
  4. **You Consume:** You can then use this events data as part of your product mix integrate with other APIs in your technology stack
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## Implement with your APIs: Market Movers





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# THANK YOU

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