

Sports data, automation, and individualization make EveryMatrix sports services a smart bet

As it is almost impossible to remain in the sports betting competitive market without a high degree of automation and a vast collection of data sources. Ebbe Groes, CEO of EveryMatrix, reveals why leveraging data and technology is more decisive than ever for an operator's long-term success and profitability.

Groes acknowledges that many of the industry suppliers have the necessary infrastructure, technology, and software platforms to handle day-to-day operations, however, he believes that truly ambitious operators are always on the hunt for boosting coverage, ensuring automatic failover, minimizing bet suspension time and maximizing betting margins and profits.

Our newly launched product, OddsMatrix Aggregator, caters precisely to this specific demand," Groes said. "It is a unique sports aggregation technology which allows sportsbook operators to combine odds, settlement, score feeds from multiple providers into a single aggregated feed, all processed in real-time. Moreover, operators can set priority between providers in an easy-to-use interface and at an arbitrary fine granularity, down to a specific sport or market level."

This allows operators using OddsMatrix Aggregator to easily add new sources with zero development cost and fast turnaround, as well as enabling them to test how much each added source can contribute and compare with existing sources - with everything handled by OddsMatrix. The aggregator, however, is just one of the many new developments coming from EveryMatrix.

"We've always prided ourselves on having a very strong selection of events on offer, in particular for live betting, but with our OddsMatrix Sportsbook, we've increased our ability to easily add new betting markets and sports," Ebbe Groes added. "This shows now in our increased, but also in our recent breakthrough of esports betting, where we already have a dozen of esports disciplines available with many more to come."

Indeed, the sportsbook has reached as many as 35,000 events at peak live offering times, with all sports and esports covered being part of the OddsMatrix Data Feeds, a complete and time-tested solution for delivering betting odds, scores, and real-time settlement.

Another two key areas where EveryMatrix has positioned itself particularly strongly is on bonusing and API.

“For bonusing, we’ve taken another extraordinary step and completely separated bonusing from the gaming product and the platform wallet into a standalone component covering and combining sports and casino. We have a dedicated team only for this and have achieved great agility and productivity in terms of new features by doing this separation. In 2019, we will see bonus capability delivered to clients not on our platform,” he stated.

EveryMatrix developed and extensively tested a Web API allowing clients to build their own front-end from scratch, rather than using a customized template. This gives unprecedented and much-needed freedom to operators as they can take full control over the design. The WebAPI is already used with success by two live operators with their own front-end, one a web front-end, another a mobile app, and a third now under development.”

EveryMatrix’s API can service every link in the betting value chain due to the application itself being split into modules, which each module interacting with each other also via APIs.

“This structure allowed us to e.g. take the Aggregator out and market separately,” revealed Groes. “Overall, we have many specialized API and granular methods and topics that permit precise data queries. The API allows you to both query data and to subscribe to updates of data; e.g. query for all markets for a specific event and then get push notification for all odds changes for that event or query for all matches for a league and get push notifications for matches added or removed. This allows for a true real-time front-end experience with minimal data transmission between the server and front-end application.”

The fact that OddsMatrix is API driven also gives it unprecedented flexibility, with the technology able to be easily integrated with existing platforms. As such, operators are afforded total autonomy over their betting sites.

“We offer full control over the front-end design and functionality to operators because we understand the need to tailor the user experience according to the needs of the target market and player base,” concluded Groes. “This gives unprecedented freedom to innovate for our customers. It’s been a massive success for our casino product where most of our top clients fully control the front-end and now we are aiming to repeat this for our sportsbook.”

Join EveryMatrix at ICE London 2019 at Stand N6-310 and find out how their modular and API driven solutions can help you unleash your Unlimited Creativity!