

Transforming the delivery of sports data to growing numbers of global users



The customer:

A leading sports data provider

Enetpulse is a trusted provider of sports data to media and betting companies worldwide. It delivers a range of sports data options such as livenesscores, fixtures, statistics and much more through XML and API sports data feeds, widgets and full hosted solutions. Founded in 2000, it now has more than 200 clients globally and provides reliable and comprehensive live score data services on 80+ sports, hundreds of leagues and thousands of events.

The challenge:

Speedily delivering data to growing user numbers

Enetpulse's business relies on being able to rapidly and reliably deliver sports data to its clients, even during busy periods, so that these businesses can provide their end users with fast and accurate updates on sports fixtures. Enetpulse's portfolio includes data, images and video services, which includes video clips of fixture highlights such as goals and red cards.

"Our challenge was that we were facing a lot of traffic due to large file sizes. Also, as we have improved our offering, the number of users visiting our sites has doubled. Increasing numbers of clients were using our video services, which we were serving from one location," said Alexander Raykov, country manager, Bulgaria at Enetpulse. "To make sure we could deliver data and video quickly, we needed to find a Content Delivery Network (CDN) provider that offered a scalable video streaming solution."

“ Working with Lumen, we have significantly improved the speed with which we can deliver our products to our users, which is vital in this fast-paced industry,”

— Alexander Raykov,
Country Manager,
Bulgaria at Enetpulse

ENETPULSE

LUMEN

The solution:

A global, high-capacity mesh-accelerated CDN closer to the user

Enetpulse chose to partner with Lumen thanks to its worldwide coverage and track record of reliability, and because on top of the robust and secure Lumen CDN solution it also offers a mesh-accelerated streaming capability allowing scalable video delivery to a globally dispersed audience.

The CDN solution that Lumen provides includes SSL delivery, Token Authentication, geo intelligence and caching, in EMEA, North America and LATAM. This solution provides the speed and capacity for Enetpulse to quickly and reliably deliver large files even during busy periods, and reduces latency by bringing content closer to the user.



The benefits:

Outperforming the competition with reliability and speed

Fast and secure data delivery is at the heart of Enetpulse's competitive advantage.

“Working with Lumen, we have significantly improved the speed with which we can deliver our products to our users, which is vital in this fast-paced industry,” said Alexander. “For example, our video services involve cutting clips of sports fixture highlights and providing them to the rights holder to be distributed to the end user. Our unique difference in this is our speed; this process generally takes place within three to five seconds so we’re often faster with this service than the TV coverage.”

“We provide this video service to one of the leading Bulgarian telecoms operators, for example, which distributes the clips through its website and app. These videos are, of course, large files. Instead of transferring these videos to our data centre and back to the client, we can send them via a faster and more direct route with Lumen.”

Lumen's local presence and large number of global PoPs has also been an important factor in improving speed and reliability, since Enetpulse operates from a number of different locations.

As Enetpulse's business continues to develop, the scalability of Lumen's service is helping to enable this growth. Alexander concludes: “Lumen has such an extensive portfolio of products, we are confident that it will be able to support us as our needs grow and we look forward to working more with the team in the future.”