Alabama solutions

Supermatch
Revolutionizing Uruguay's
iGaming Industry

super match
apuestas deportivas

The Client

Supermatch is Uruguay's premier state-licensed and regulated provider of sports betting games, catering to a wide variety of offerings, including pre-match, live-betting, virtual sports, and prediction games. The company has quickly become the go-to destination for thousands of users seeking the thrill of online gaming.

As a responsible iGaming operator, Supermatch is dedicated to providing its customers with the highest level of efficiency and professionalism. Its focus is to offer healthy and memorable entertainment options that cater to its diverse customer base.

Supermatch has placed a strong emphasis on responsible gaming, working closely with regulators and other stakeholders to ensure its operations adhere to the highest standards of safety and fairness. The company's commitment to promoting responsible gaming practices has earned the trust of its customers and established itself as a leader in the industry.

Overview

Supermatch needed an extensive rebuild of its legacy platform to comply with global standards quickly enough to be ready for the 2022 world cup tournament

Supermatch is Uruguay's only state-licensed administrator of a sports betting platform, which meant that our team had to follow strict regulatory compliance guidelines during the development process.

The new platform would be a transformation of Supermatch's sporting business into a world-class betting platform with features that support large-scale user interaction, additional betting activities, and a robust infrastructure that can withstand future demands.

Over a period of 24 months, our team worked tirelessly with Supermatch's in-house teams to deliver a fully working and scalable platform that could be launched in time for the Qatar 2022 FIFA men's world cup, despite the scale and compliance bottlenecks. The new platform needed to be highly solid and handle surges in traffic due to the thousands of users' activities during the tournament.

The Challenge

Future-proofing a Legacy Application

Supermatch aimed to completely rebuild the outdated infrastructure behind their legacy betting website with the new platform. The development of the new system presented several challenges, including building a scalable and performant infrastructure with the right technology stack. Performance was a pain point for the team, as the platform needed to handle a high volume of users, transactions, and real-time updates.

One of Supermatch's goals for the new platform was to provide moderate control over website content to its operators. This required building a new custom content management system from scratch. Usability was also a concern for Supermatch, as the system needed to be intuitive and user-friendly for both operators and customers.

However, the biggest challenge faced by the development team was the integration of multiple in-house and third-party API services into both the website and mobile applications. Supermatch 's focus on delivering a top user experience made the integration of these APIs especially important, but also introduced reliability and security pain points. The team had to ensure that the system was reliable and that the APIs were secure and protected against potential attacks.

Reimagining Custom Infrastructure

The precision engineering required for the new Supermatch project meant that some members of the team had to adopt new processes to assist with building it. The sheer scale and requirements of the new system called for the adoption of a new software development approach and procedure that would address the performance, usability, reliability, and security pain points.

The Approach

Divide and Conquer

To fulfill Supermatch's requirements and meet the project delivery deadline, we adopted a divide-and-conquer approach to the platform's development by dividing the project into different modules and deliverables that individual members of our team could work on. This approach helped us streamline the development process and ensured that each module was delivered on time, helping us meet the project deadline.

Agile Team

Internally, our team used the scrum methodology to deliver new updates to the central codebase for the Supermatch system. This approach allowed us to save time that could have been wasted on new changes to requirements and issues with third-party APIs, enabling us to deliver new features and updates faster. We were also able to quickly adapt to changing requirements and customer feedback, ensuring that the final product met Supermatch's needs and provided a top user experience.

DevOps

In building the new platform, we combined tools and practices that enabled Supermatch to quickly adapt to changing requirements in the future. By adopting a microservices architecture, we were able to break down the application into smaller, more manageable services that could be developed, deployed, and scaled independently. This approach allowed us to improve the reliability, scalability, and maintainability of the platform while also enabling us to quickly adapt to changing needs and requirements. We collaborated closely with the team at La Banca to reduce the time to market for new features, shorten the time to debug errors, automate the CI/CD pipeline, and more.

The Solution

The modern rebirth

The project was a pivotal point in Supermatch's digital transformation, allowing them to support large-scale loads and user activities while rebuilding the platform to global standards. Our team conducted user research to determine expectations for the new platform's visual and infrastructural qualities. This helped us determine the most suitable approach to the underlying architecture of the new betting system, choosing between microservices and monolithic architecture.

New live betting engine

We built a more scalable and performant live betting engine to power the new Supermatch platform. This engine allows Supermatch to host more betting activities and be infinitely performant in processing users' bets. The new engine is highly scalable and can handle any usage scenario with ease.

SSO

To meet Suoermatch's requirement for a single sign-on feature, we added an SSO to the new platform. This allows users to sign in to other Supermatch services with a single credential and share sessions across several of the company's websites without having to log in separately into each one of them.

CMS

We built a custom content management system (CMS) from industry-standard CMS frameworks with a robust API to enable its operators to manage both the website and app content. This solved the current pain point and gave Supermatch operators more control over the content on the new platform.

Prediction game

As part of the platform's requirements, we built a new sports prediction module for Supermatch. The module allows users to predict the outcome of a sporting event before it begins, giving them a chance to win substantial monetary rewards. The homepage also has a ranking system that identifies and displays users with the most success on the prediction feature page.

Apps

To make the new Supermatch accessible to users on more platforms, we developed a mobile application for both iOS and Android. To simplify development and minimize costs, we chose the direction of hybrid mobile development. The mobile app serves as an alternative portal to the web platform and offers a seamless experience to users.

The Results

One of the most significant results of the Supermatch platform upgrade is the improved performance and scalability provided by the new live betting engine. The engine has been able to handle a much larger number of concurrent users and betting activities than the previous version of the platform. This has led to a significant reduction in downtime and a much better user rating on the platform's usability experience.

The new Supermatch platform has seen a significant increase in customer engagement and user retention rates. With the addition of the new prediction game module, users can participate in a more personalized and engaging way, which has led to a higher level of satisfaction and interaction with the platform.

The adoption of microservices architecture in the new Supermatch platform has allowed La Banca to have a more scalable and flexible infrastructure. This has enabled them to easily add new features and functionality to the platform without impacting the entire system, and has significantly reduced the time it takes to implement and deploy new updates.

The custom-made content management system has given La Banca greater control over the content of the Supermatch platform. This has allowed them to make changes and updates to the platform quickly and efficiently, without needing to involve developers for every change.

The implementation of a single sign-on feature has improved the overall user experience on the platform, as users can now seamlessly access multiple La Banca services with just one set of login credentials. This has not only reduced user frustration and improved customer satisfaction, but also simplified the management of user accounts and access control for Supermatch

Overall, the new Supermatch platform has proven to be a significant improvement over the legacy system, providing a more scalable, reliable, and user-friendly betting platform for La Banca's customers

The Results

CLIENT REVIEW **Clutch** Alabama Solutions has provided the client with advanced technology and outstanding results, thanks to the modernization of their website. They lead solid project management, which is key to the engagement's ongoing success. The team also praises their technical skills and ability to solve issues

https://clutch.co/profile/alabama-solutions#focus

https://supermatch.com.uy

CLIENTS SAY
WE DELIVER ON
Clutch

- Reduce operational and technical risks

+ Increase platform's performance and reliability

+ Increase the user experience satisfaction

+ Growth in new user accounts
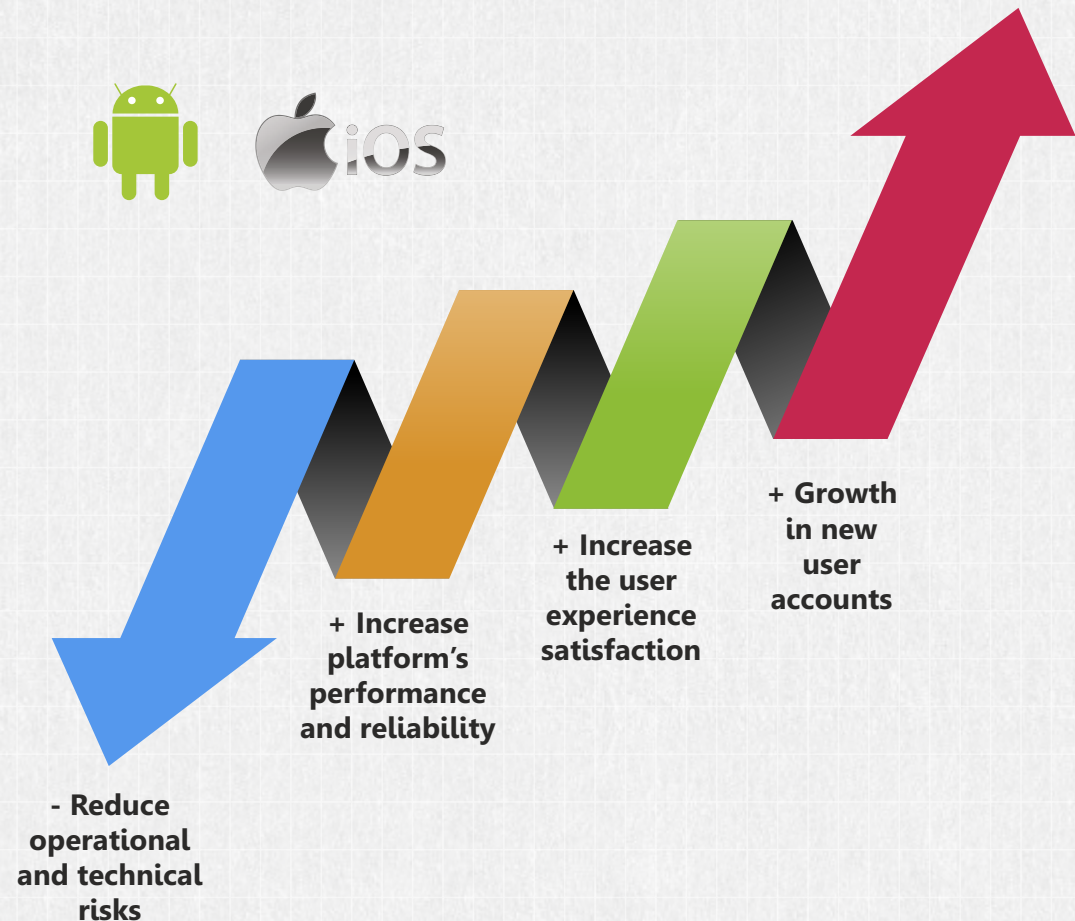
The Stack

Infrastructure:	Development:	Quality:	Platforms:
Docker	Angular	Sonarqube	Drupal
Elasticsearch	Spring	Mockito	Keycloak
Gitlab	Ionic	Junit	
Openshift	Capacitor	Locust	
AWS S3		Jasmine	
RabbitMQ		Karma	
Nginx			

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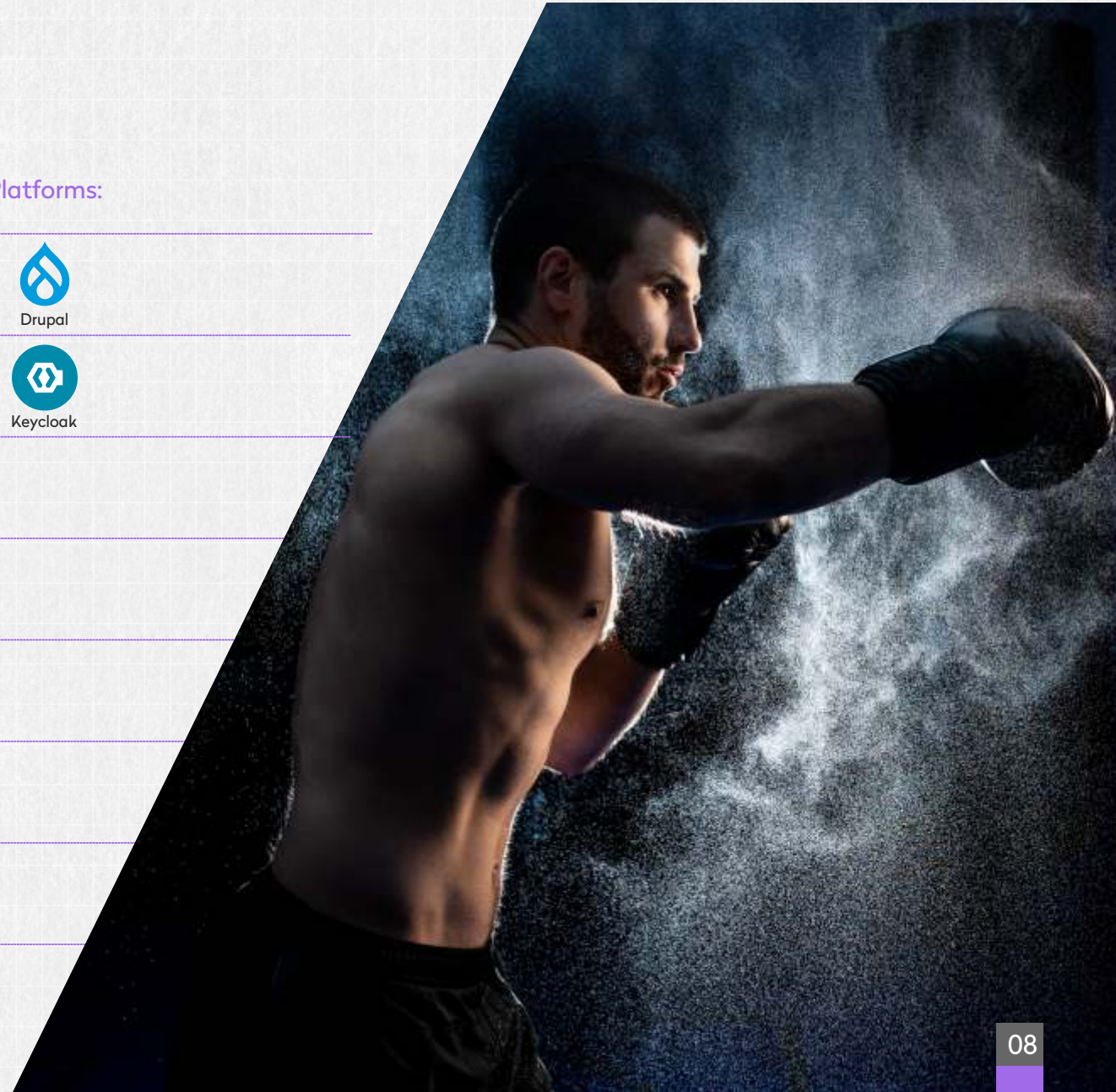
About
Alabama Solutions

Alabama Solutions provides IT consulting and software development services and our goal is to deliver deep industry expertise while offering secure, cost-effective, and reliable custom IT solutions at scale. Since its launch in 2020, our company has been considered one of the leading providers of IT consulting and software development services in Uruguay due to the strength of our team of top experts with 15+ years of experience in core information technology and related fields.

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