



## Deep Data Analytics & Applied Mathematics at Sapplica™ Create Lasting User Engagement for Vyvor™ - an Online Superbowl Player Betting Community

www.vyvor.com is a unique online sports betting platform for NFL Superbowl enthusiasts. Equipped with a fantasy points earning model by betting on players, Vyvor™ has continued to enchant the NFL fan base ever since its successful launch.

In order to maintain spontaneity and constant pull, Sapplica™ rolled out a formula-intensive fantasy score calculation algorithm dependent on XML datasets from a leading sports content provider.

We created a competitive edge in the sports betting space for Vyvor™ by ensuring extremely secure data hand over from SportsNetwork.com and complex custom calculations on live match points. High performance, pre-scheduled command execution masked by a simple interface created the required bandwidth and power essential for supporting a rapidly growing NFL fan base.

### Solution Design

- We worked through comprehensive requirement analysis, development and 24/7 technology support for the fantasy survivor game executed during the NFL Superbowl championship.
- Monetized by fantasy survivor participant membership, a simple UI was supercharged by a high performance XML parsing engine in the background.

### Technology Impact

- Contemporary approaches to live score data handling, deep analytics and applied mathematics capabilities at Sapplica™ made XML parsing, rendering and execution of complex algorithms possible every 2-3 seconds.
- Our solution created an advantage for Vyvor™ in comparison to conventional approaches by achieving 90% performance efficiency.

#### **Domain:**

Web Community



#### **Online Link:**

www.vyvor.com



#### **Technology:**

LAMP Platform,  
CodeIgnitor, MD5  
Authentication

#### **Execution & Delivery:**

Agile / SCRUM, Offshore

#### **The Sapplica™ Advantage**

Imbued with deep analytics expertise, Sapplica™ delivers a range of secure applications with custom data handling algorithms

Contemporary approaches in terms of data security, integrity, archival and rendering have resulted in high throughput, usable applications every time.

## User Engagement

- Successful application launch was very well-received, establishing an initial user base of 700 users, within 6-7 days during the Regular Season. An additional 400 high-value memberships closer to the final Super Bowl championship were recorded in just 4-5 days.
- We are currently engaged in extending community engagement through Facebook integration and introduction of novel features including friend's leader board, invitation and time line sharing.



### About Sagarsoft™ & Supplica™



Sagarsoft™ delivers diverse range of Information Technology Solutions by leveraging Domain Expertise and Knowledge acquired over the years in serving Global Organizations across different Industry verticals. We offer custom developed solutions in a number of industry segments including Mobile, Web Application Management, Social Media, Staffing, Finance, KPO, Software Testing and Support.



Supplica™ is a Sagarsoft initiative, a center of excellence in the Mobile, Social Media and Enterprise Web Applications. Our strong domain experience, process maturity and customer focus establishes a professional approach, adherence to proven standards, high quality, rapid and methodical development, and dedication to working with clients in a true partnership mode.

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