



Case Study

Premier Tipster

Premier Tipster is an online play ground that provides most compulsive and easy-to-play prediction games on football matches, with cash prizes.



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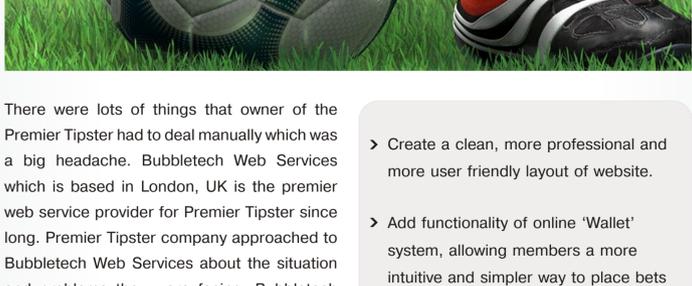
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- [Http://www.premiertipster.com](http://www.premiertipster.com)
- <http://twitter.com/Goalstradamus>
- <http://www.facebook.com/pages/Premier-Tipster/116442931740261>

“ MULTIDOTS has built a new online web application that manages all the complexities of the predictions, rounds, fixtures setup and over all control. Today hundreds of players romp the prediction games on the site. The site is capable to deal with large volume of its users, with integrity of score calculations and data management. And all this with a nicely designed interface and easy to operate navigation. ”

The Situation

Premier Tipster is UK based online football prediction portal. They had their online portal since long. But they were not happy with the performance of their application. They had to face lots of integrity problems with data and score results. Admin section was a mess to work with.



There were lots of things that owner of the Premier Tipster had to deal manually which was a big headache. Bubbletech Web Services which is based in London, UK is the premier web service provider for Premier Tipster since long. Premier Tipster company approached to Bubbletech Web Services about the situation and problems they were facing. Bubbletech Web Services decided to join MULTIDOTS to help them to deal with on-going issues and bugs in the old system. we worked together to solve the defects on old system and did many improvements. One fine day, Premier Tipster decided that we should not risk the business with this buggy application, the look and feel was also not eye catchy. This way we started brainstorming towards building a completely new system from scratch. Premier Tipster realized that they needed a very strong foundation of the application which should be easy to operate from Admin Section, large part of the system should be automated, data must be managed and stored securely and efficiently and integrity of the scores and results was top priority. Along with that they also wanted to add highly user friendly and ajaxified effects and features on front end for their players on the site. They should feel a unique experience to play the prediction games.

Everything should be well aligned and integrated on front side for players. They were also in process to change the payment method to something better, fast and secure. Primer Tipster also wanted to have a strong Age verification system as the game is only allowed for adults having a valid address in United Kingdom. The old application was loaded with junk, slow data processing and it was hard to get accurate and fast results from it. Soccer is a passion in England and Premier Tipster wanted to bring the same level of passion online for English people. To summarize, this is what they wanted.

- > Create a clean, more professional and more user friendly layout of website.
- > Add functionality of online 'Wallet' system, allowing members a more intuitive and simpler way to make predictions on the website.
- > Create an easy to use, fully functional and powerful Content Management System to administrate the website.
- > Manage Data efficiently.
- > Make almost everything automated.
- > Everything should be operated with highly secure architecture of the code and database, as their business deals with lots of fund transfer every day.
- > Premier Tipster has more than 1000 users - application should be scalable, fast in response and easy to access.
- > Admin Section should provide all the reports like - List of players on site, Fixtures, Rounds etc.
- > Admin could easily manage content of the different elements of the site.
- > Easy and quick way to create games and leagues, calculate the prize for winners, calculate the score and announce winners.
- > Automated way to send email to Players and creating email templates.
- > Image gallery.

The Solution

MULTIDOTS worked with Bubbletech web services to get this application started. Bubbletech web services prepared a very descriptive and informative documentation of business requirements. Project Manager and Analysts from MULTIDOTS studied the requirements closely with Bubbletech. After spending enough time with the understanding of the business requirements, we came up with time estimation of 3 months to deploy the project. Bubbletech was going to take care of the design part of the site. Our team was responsible for preparing nice web 2.0 HTMLs, write necessary code, build documented features and normalize database. Considering the seriousness of the application, we decided to build the application with cakePHP framework.

We divided the whole project in three milestones and every milestone was scheduled to finish at one month. On first month, our designer worked to prepare HTML pages from the design we received from Bubbletech meanwhile, our cakePHP engineers were building the backend of the system - that includes controlling different games, controlling players, creating and uploading fixtures and rounds etc. All went good and we delivered the milestone one on time with planned feature.

One second milestone the target was to build the front section where users can register and login themselves, they should be able to create players under their account and participate in games. We have also did the functional implementation of the GSD main and mini games. On registration process we had to verify the address and age of the users - This was a very important and challenging constraint for us. Bubbletech suggested us to use NetIDme webservice to verify the address and age. This service was new for our team though we have worked on other web services in past.

Our team has spend good time to study the NetIDme and we implemented it well in register process. Again we were on schedule to deliver the defined features with internal testing and QA and milestone two was accepted.

The last milestone was very interesting. We have completed rest of the functionalities like Payment Gateway integration, building Accumul8 games and its flow, score results, winner calculations, CMS and other gallery pages. We decided to use PacNet Payment Services for receiving the payments from players. As every time player participate in any live games they have to pay a fee also winners of the game receive prize in cash so it was a key need to manage payments securely and accurately. We found a big change on last phase. We realized there is no any way to look at the past games and players predictions and score, that means every time we can see the current games only. Though, that was not a part of the document requirement and not even asked by clients. Our project manager feel the application should have this ability. We spoke to client and they have found it interesting and important. Immediately, we changed flow on all the games and build this change. Though it this change caused to deliver the last milestone little late but the feature was very important and appreciated by client.

This way everything got completed as expected. It was the time to test whole application for integrity, speed, security, quality and with other dimensions. Team from MULTIDOTS and Bubbletech took care for it. We found few bugs, corrections and improvements in testing phase. Finally the application was ready to launch.

To sum up, the right implementation of right technologies at the right place was the key.

The Result

Before		Now	
Poor User Interface		Advanced and ajaxified User Interface	
Limited games to play		More options for the games (Goalstradamus, Mini Goalstradamus, Accumul8)	
Had scope for performance optimization		Highly optimized code, database design and hence the performance	
Required more manual efforts in backend		Fully featured backend, with high control over the site	

Premier Tipster is now live and successfully enabling users across United Kingdom to predict on football games. All the features that client was looking for are successfully running in the site.

The admin panel looks powerful and easily navigable with all the features that admin could ever dream of.

There is much higher number of registered users in the new Premier Tipster than its previous version. That proves the increased popularity of the site.

So we came up with an application that we will always be proud of, of course, after receiving very positive and encouraging support and feedback from client.

About Multidots

Multidots is a web, social media, online marketing and ecommerce applications development service provider delivering applications and solutions to clients across the world. We expertise in PHP based technologies and open source e-Commerce technologies.

We are attentive and diligent towards our clients' business. We apply our world class capability to develop and deliver solutions that enhance and add value to our clients' business. We have developed and delivered web solutions for a diverse range of industries such as Real Estate, Recruitment, NGO, Telecommunications, Export-Import, IT Infrastructure, Engineering, Energy, Online Marketing and Professional Services.

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About Client

Majamba connects students & professionals with opportunities to volunteer at local start-ups and corporate social responsibility (CSR) projects and get fair trade products from social enterprises and invitation to concerts around the world.

Majamba Company received seed capital from the Swiss Government (Vaud SPECo) and became part of the IBM Global Entrepreneur Program in 2011. In 2012, Majamba became part of the CTI Startup Program and "Born Global" member of OSEC, the Swiss Export agency. The Majamba team tested the concept at Paléo Festival in 2012 and has partnered with FedEx, PayPal, Norbulingka Institute and SEWA to build the world's first Opportunity Platform that rewards good.

<http://www.premiertipster.com>

