



Case Study – Smartodds

Client Company Synopsis

Smartodds is a privately owned company providing statistical research and football modelling services in the betting sector. Founded in 2004, Smartodds has a proven record of providing exceptional services to their clients.

Their employees include statistically trained quantitative analysts, passionate football experts, experienced traders and innovative software developers, along with a professional support staff. The quantitative team use their statistical expertise to analyse past data from football matches and develop mathematical models to produce estimates for football matches. Smartodds' traders use this input, together with the expertise of our football analysts, experts in their designated leagues, to analyse upcoming matches. Their traders then place bets on behalf of their clients in various betting markets globally.

Project Brief

Having been a customer of MessageLabs since its inception, Smartodds was considering alternative solutions. Whatever was used had to provide the same level of service and visibility while reducing the overall cost.

Fluidata's Role

The new xspamate platform Fluidata launched in conjunction with Yacc Labs seemed to fit the bill as an alternative to MessageLabs. The account was setup and Smartodds were able to add all their users prior to switching across seamlessly to the xspamate system. The product has its own dedicated portal providing immediate control of the scanning system with daily reports emailed to the IT Manager.

Client Feedback

Being a 24x7 company we require solutions that are highly reliable and well tested. When we were offered xspamate we ran the solution in parallel with our current Message Labs solutions. This step turned out to be unnecessary but clearly showed that both services were of a high calibre.

The reports produced by Message Labs were matched and on some days exceeded by xspamate. On the one occasion we did have an issue due to a configuration change our end this was highlighted by the speed and level of response by both companies. Message Labs fulfilled their agreement by stating the issue was client configuration and pointing us to useful documentation on their site.

However Fluidata went above and beyond the call by offering assistance on items that clearly fell outside the scope of the system. This led to service being restored in a far quicker timescale. When we did a final comparison of costs it was no comparison for the amount that was being paid for the level of service provided. At the end of the day xspamate simply provides the best value for money with no compromise in levels of service. I would and have recommended xspamate to all I know.

Further details on xspamate and services can be found online at www.xspamate.com or by calling one of our Account Managers on 0845 868 7848.