



Partner



Mozzart: Betting on SAP® Sybase® Solutions to Increase Profitability and Improve Customer Service

As a leader in sports betting in the western Balkans, Mozzart implemented SAP® Sybase® IQ server and SAP Sybase PowerDesigner® software to analyze the profitability of 50,000 daily betting games. It can now review each game's performance in real time and adjust odds when necessary, **improving profitability and the customer experience** and enabling expansion into new markets.

Company

Mozzart

Headquarters

Belgrade, Serbia

Industry

Professional services

Products and Services

Sports betting

Employees

2,500

Revenue

€120 million

Web Site

www.mozzartbet.biz

Partner

MD&PROFY

BUSINESS TRANSFORMATION

The company's top objectives

- Efficiently generate ad hoc reports on demand
- Enable real-time analysis of odds offered in each game
- Report on data from multiple database sources

The resolution

- Ran tests on competing data warehouse solutions
- Partnered with MD&PROFY
- Implemented SAP® Sybase® IO server and SAP Sybase PowerDesigner® software
- Used a third-party extract, transform, and load (ETL) tool to move data from production databases into SAP Sybase IQ

The key benefits

- Supports better decision making through more accurate and timely reporting
- Enables immediate ad hoc reports and other types of reports previously impossible to deliver
- Maintains report-generation speed even as data is added and as more users access the system

Read more

TOP BENEFITS ACHIEVED

Faster reporting than previous production database

50.000

Daily sports betting games analyzed in real time

140 million

Rows of data processed each month

See more metrics

"SAP Sybase technology added a new dimension to our business – we can now report on any data our executives need within minutes. Previously, reports were impossible or took a full day to generate."



Bojan Sovilj, Research and Development Manager, Mozzart

Company objectives

Resolution

Business transformation

Future plans

Seeking quick analysis for sports betting performance

Based in Serbia and founded in 2000, Mozzart provides sports betting services at over 500 locations throughout Serbia, Romania, and Macedonia as well as Bosnia and Herzegovina. As the leading sports betting service in the western Balkans, the company has achieved success through a talented team of accomplished statisticians, IT engineers, mathematicians, and sports experts. Mozzart has also created software that allows its gaming operations to function reliably even under conditions where the telecommunication infrastructure has been poorly developed.

Each day, Mozzart offers betting odds on approximately 500 events. Its existing production database processed transactions sufficiently but was preventing Mozzart from efficiently generating standard and ad hoc reports that its executives needed to properly evaluate how well the business was performing.

"To operate profitably, we must constantly evaluate the odds we give on all of our bets," says Bojan Sovilj, who oversees research and development of Mozzart's technology systems. "But we found that the existing transaction database could not generate all the reports we require, and it often took hours or an entire day to run reports. We needed a data warehouse solution that would provide our executives with immediate information they could use to manage the business and ensure profitability."

Mozzart decided to build a data warehouse that could maintain clean data and generate reports quickly. To achieve this, the company needed technology that could accept data from multiple database sources, including betting and financial information.



Company objectives

Resolution

Business transformation

Future plans

Outperforming the competition by factor of 10

Mozzart tested three data warehouse solutions besides SAP Sybase IQ but found they did not perform nearly as well. "Our tests determined that the SAP Sybase IQ server actually delivered reports 10 times faster than the next-best data warehouse solution," Sovilj says. "We also found that as we added more data and as more users accessed the system, the time gap between SAP Sybase IQ and other technologies grew even wider."

Implementation was done by local Sybase partner MD&PROFY, who transformed Mozzart's complex betting business processes into an optimized multidimensional model covering all demands for analytics and reporting.

As part of the overall reporting solution, Mozzart relies on a third-party ETL tool to move data from the production databases into SAP Sybase IQ. Another key component of the solution is SAP Sybase PowerDesigner, a modeling and metadata management solution that helps Mozzart create data, information, and enterprise architectures.

"SAP Sybase PowerDesigner allowed us to efficiently build the SAP Sybase IQ data warehouse and makes it much easier to add new reports," Sovilj says. "For the first time, our development team can represent all of the data we use across all of our databases within one repository of data structures. With five heavy relational databases, this is a key benefit. All we have to do when we have a new data interaction is to perform reverse engineering. We can also see exactly what is occurring with our data."

"With SAP Sybase IQ, we can now analyze the profit or loss per game. This is critical to our business and is allowing us to expand within current territories as well as enter new markets."

Bojan Sovilj, Research and Development Manager, Mozzart



Company objectives

Resolution

Business transformation

Future plans

Analyzing performance of 10 million betting tickets per month

The two SAP Sybase technologies help ensure Mozzart users never see any performance issues regardless of the number of simultaneous users, which is sometimes as high as 20. SAP Sybase IQ and SAP Sybase PowerDesigner have also become favorites of the Mozzart 10-person technology research and development team since the process for creating new reports and changing existing ones has been accelerated. "We look good when we turn around report requests quickly." Sovili says.

Mozzart can also analyze how betting games are impacted by changing two parameters at the same time. "Before, we could not easily analyze and control the parameter models, but now we can review two at a time to see how they interact and influence betting activity," Sovilj says. "We can also create reports that show where we are making and losing money, which allows us to see the business from a real, mathematical perspective."

KEY BENEFITS

7×

Faster reporting than previous production database

50,000Daily sports betting games

analyzed in real time

10 million

Betting tickets processed each month

140 million

Rows of data processed each month

100%

Performance regardless of number of simultaneous users

45%

Expansion of market share in the western Balkans



Company objectives

Resolution

Business transformation

Future plans

Growing market share and planning to enter new markets

"Now that our executives see how much we can offer in the area of reporting and managing odds, they are asking for more types of reports all the time, and this is causing storage requirements to grow," Sovilj says.

With the help of SAP Sybase IQ, Mozzart has expanded its market share in the western Balkans to 45% and now plans to enter new markets. With SAP Sybase IQ and SAP Sybase PowerDesigner, Mozzart has developed such an effective warehouse that the company is thinking about new services it can develop for the gaming industry. One idea under consideration is creating a hosted data warehouse service to offer to other gaming businesses.

"Many businesses in our industry face reporting challenges," Sovilj says. "SAP Sybase IQ and SAP Sybase PowerDesigner combine to provide significant value that we can offer to gaming businesses to help them analyze how all of their betting games perform."



