

Case Study



Gamesys

Gamesys bets its next-gen growth on Neo4j, adding advanced social integration

INDUSTRY

Gaming

CHALLENGE

Build the 'Business Graph', a comprehensive database of every startup company in the world

STRATEGY

- Profile every new high-tech start-up and the people in them
- Offer this freely to consumers, analysts, investors, venture capitalists, recruiters and job seekers

SOLUTION

Neo4j graph database
technology platform

RESULT

- Over 650,000 people and company profiles
- Millions of monthly users
- World's leading dataset of start-up companies

[Gamesys](#) is a leading online gambling provider. They were named the UK's fastest growing private technology company in the Sunday Times, with over £4.3B in cash bets in 2012. Their award-winning flagship product, Jackpotjoy, is now UK's leading online Instant Win and Bingo site, with over four million players.

Gamesys has recently taken their gaming platform to the next level by adding a social platform powered by Neo4j to provide Facebook integration, a referral system and more.

The versatility of Neo4j has enabled Gamesys to bring new features online with ease, while serving end-users with a high performing, reliable system.

Business Problem

When faced with the challenge of creating a new social network for users, Gamesys looked at the database options available.

After quickly realizing that relational databases were a limiting technology choice, due to the massive connectedness of the data, Gamesys looked to NoSQL solutions and promptly saw that graph databases provided a natural fit for their problem domain. When choosing which graph database to adopt, the maturity of the graph database technology platform was more important than any other factor.

If Gamesys would be betting their expansion into the social space on a database, it had to be widely used, well supported and documented, and proven in multiple large-scale production deployments.

Case Study



"Using Neo4j allowed us to focus on the important parts of the project: getting the domain model right, extracting novel insights from the data and delivering business value quickly."

*- Toby O'Rourke,
Technical Architect,
Gamesys*

Choosing Neo4j

Gamesys engineers evaluated several graph databases. After inspecting the other offerings, they quickly realized that [Neo4j](#) was by far the most mature. Compared to other vendors it was clear that Neo4j and Neo Technology was the 800 lb. gorilla in the graph space and a safe long term investment.

When exploring relational database options, it became clear there that a graph database was a better and safer choice for this project.

One important factor was the so-called impedance mismatch. The data and queries were clearly graph-oriented, and it was clear that "bending" the data into a tabular format would incur significant project cost and performance overhead. A graph database solution was able to meet both operational and analytic requirements.

Technical environment

Prior to introducing Neo4j, Gamesys operated primarily on relational databases. When starting their new social project, Gamesys enjoyed the luxury of being able to take a fresh look at technology options. Graph databases were a technology that fit the use case much better than relational databases, because they are a natural fit for the social domain.

Gamesys started with a three instance HA cluster, based on their high scaling needs and maximum availability requirements.

Gamesys also added a reporting instance. This allows Gamesys to run ad-hoc queries against live data, enabling them to discover interesting facts and metrics about their graph as it grows organically without batch processing and delays.

Conclusion

Gamesys brought to market a compelling and competitive social offering by leveraging Neo4j. Fast and flexible development coupled with the trademark performance of Neo4j set them up for success. By introducing a graph database like Neo4j into their architecture, Gamesys secured their future growth, both in terms of scaling to more users, and being able to introduce new features.

Neo Technology is the creator of Neo4j, the world's leading graph database that brings data relationships to the fore. From companies offering personalized product and service recommendations; to websites adding social capabilities; to telcos diagnosing network issues; to enterprises reimagining master data, identity, and access models; organizations adopt graph databases to model, store and query both data and its relationships. Large enterprises like Walmart, eBay, UBS, Nomura, Cisco, HP, and Telenor, as well as startups like CrunchBase, Medium, Polyvore, and Zephyr Health use Neo4j to unlock business value from data relationships.

Questions about Neo4j?
Contact us:
1-855-636-4532
info@neotechnology.com