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Alphameric Beats the Odds with Progress Software

BEDFORD, Mass.--(BUSINESS WIRE)--Nov. 2, 2009-- [Progress Software Corporation](link) (NASDAQ: PRGS), a leading software provider that enables enterprises to be operationally responsive, announced that Alphameric Solutions Ltd, the leading solutions provider to the gaming industry, has selected the Progress® Sonic® ESB product to revolutionize the way it handles content and messages across its network.

Relying on highly complex and automated processes to deliver odds, prices, race information and documents across a distributed architecture – most needing to be handled in a sub-hundred millisecond timeframe – Alphameric needed a simpler way to incorporate new or updated information in real-time.

With a high number of translators needed to convert the information from the central Alphameric database into usable formats for shop-based sales systems as well as central display and e-commerce systems, a new or modified feed meant development work was required to incorporate it into the network.

With Sonic ESB technology, the addition of new data feeds can be automated. As a result, the company is well placed to handle the explosion in data volumes that has resulted from technology-driven changes to gaming, according to Tim Lloyd-Davies, Head of Business Analysis at Alphameric.

"There are more things for people to bet on than ever, including enhanced video content and virtual games such as poker and fantasy football, meaning new feeds are being incorporated all the time. This is an extremely complex and lengthy process, particularly when information such as early race prices is uploaded into our central database by hand," Lloyd-Davies said. "The ability to change data far more quickly while bringing new feeds online and improving accuracy through automation suggests the effect of the ESB on our business will be quite massive."

Alphameric will initially be rolling the Sonic ESB product out within its bureau service, the outsourced information service to smaller chains and independent vendors in the bookmaking community. Once its value is proven it will be looking to offer new system to the larger chains as part of their central display and EPOS systems.

"We have already proven that Sonic ESB technology gives us greater value from our legacy products while boosting accuracy and speed of our services," added Lloyd-Davies. "Once embedded in our own bureau offering we will be able to translate that knowledge to those who run their networks in-house."

"Alphameric has proven that SOA-based systems can drive better service while reducing the overall need for investment in new systems and processes," said Matt Smith, Senior Enterprise Architect at Progress Software. "They deliberately tested the Sonic ESB product on low-performance equipment across diverse message and content types, and the result was improved speed and accuracy. Their new, more flexible architecture is sure to keep them ahead of the game."

Alphameric Solutions Ltd

Alphameric Solutions Ltd is the leading technology provider to the bookmaking marketplace in the United Kingdom and Ireland. With three decades of successful innovation in the provision of integrated software and hardware to major bookmakers and independent bookmakers, our comprehensive range of market leading solutions support over 8700 betting shops.

Alphameric Solutions unique experience of the bookmaking marketplace enables Alphameric to set the standard for betting shop technology. Product innovation and ongoing research and development ensures that you benefit from cutting edge technology designed to support and enhance your betting business, maximizing betting revenue and profit, promoting more betting opportunities, speed of service and increased customer visits.

Alphameric Solutions is headquartered in Guildford Surrey with 60,000 square foot manufacturing facility in Hampshire. Learn more about Alphameric by visiting [www.alphameric.com](link)

Progress Software Corporation

Progress Software Corporation (NASDAQ: PRGS) is a global software company that enables enterprises to be operationally

responsive to changing conditions and customer interactions as they occur – to capitalize on new opportunities, drive greater efficiencies and reduce risk. The company offers a comprehensive portfolio of best-in-class infrastructure software spanning event-driven visibility and real-time response, open integration, data access and integration, and application development and deployment – all supporting on-premises and SaaS/Cloud deployments. Progress maximizes the benefits of operational responsiveness while minimizing IT complexity and total cost of ownership. Progress can be reached at www.progress.com or +1-781-280-4000.

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