CLIENT
Fox Sports

INDUSTRY
Entertainment/Media

TECHNOLOGIES
Oracle® Database Server;
Oracle PL/SQL

BUSINESS NEED
With game day web requests exceeding 40,000 per second, response times for Fox Sports fantasy games are critical to user experience. Increasingly slow response times required immediate attention.

SOLUTION
Pythian reviewed the application business logic and recommended application modifications.

RESULT
Reduced response times from 1 minute to 1 second greatly improving customer experience

PYTHIAN HELPS FOX SPORTS ELIMINATE TIME-SENSITIVE DELAYS.

Fox Sports Fantasy Football and other related games are some of the world's most played sports pool games. On game day, site traffic can reach over 40,000 requests per second. The games give sports fans the opportunity to create their own leagues and manage their own teams based on the real-world performance of the players.

BUSINESS NEED

Sports statistics are the foundation on which players choose their Fantasy Football team rosters. The Fantasy Football Player Page gives subscribers access to all NFL players and their entire collection of statistics in a unified interface. Subscribers can easily sort and compare players. During this process, 1 MB of data is transferred between the server and the user's web client and can take over a minute. Sixty seconds is a long time when it comes to gaming. Free web games in particular must keep users engaged. A slow, poor performing website can negatively impact visitor volume and advertising revenue.

Pythian recommended application modifications so that end-user server statistics were processed in the Oracle database server instead of the web client, greatly improving response times for the Fox Sports Fantasy Football Player Page.

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SOLUTION

FoxSports asked Pythian to review the entire Player Page module from a high level, and then drill down to the details to determine how to improve performance. This holistic approach gave Pythian the ability to review the application business logic, which helped them understand the application, database, web client relationship, and performance criteria. Based on the review, Pythian recommended application modifications so that end-user server statistics were processed in the Oracle database server instead of the web client. Pythian then gathered all of the business logic and worked with the developers to modify the Java UI and PL/SQL database code.

RESULT

FoxSports Fantasy Football response times for the Player Page dropped from over one minute for the initial load to below one second. Java UI code was greatly simplified since much of the logic was removed. All sorting and other business requirements were rolled into a single database SQL call. Once the modifications were complete, previous delays were resolved, greatly improving end-user experience.

ABOUT PYTHIAN

Pythian is a global leader in data consulting and managed services. Since 1997, we have specialized in planning, deploying, and managing business-critical data systems for large and mid-market enterprises. Learn more about Pythian and its elite teams of data experts at www.pythian.com.

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