

Best OF THE Web



COMPUWARE
WEB & MOBILE
PERFORMANCE
AWARDS





eGAMING

The Best of the Web is Compuware’s annual award for the best performing web sites. The awards provide a benchmark for performance and highlight the leaders who provide superior web and mobile-site experiences that enhance customer loyalty, reduce costs and increase revenue.

Compuware has provided insight into web and mobile performance through the Gomez Benchmarks for more than a decade. Gomez Benchmarks are used by organizations to compare and track performance against competitors and market leaders; baseline and track performance over time; and as key indicators of success for business and IT site owners.

Gomez Benchmarks measure key customer interaction points – the home page (“the front door” to the site) and key business process transactions such as placing an order or making a trade – on both web and mobile sites. Today, Compuware publishes hundreds of global web and mobile performance benchmarks, based on millions of measurements per month. Benchmarks are conducted on an extensive network of 150 backbone locations and more than 150,000 “Last Mile” desktop computers across thousands of companies in more than 20 countries.

The Best of the Web for eGaming winners were determined by measuring participant landing pages across three key metrics — response time, availability and consistency using the Gomez Last Mile (desktop computers at the “edge of the Internet” on local ISPs). Three web-site winners in each category were awarded with Gold, Silver and Bronze awards. The mobile site winners take into account the best overall performance.

TABLE OF CONTENTS

- Introduction** 3
- Best of the Web eGaming | Compuware Web and Mobile Performance Top Award Winners 3
- Why Web Performance Matters 6
- Web Performance Best Practices** 6
 - Benchmark the best, your competition and your own site 7
 - Optimize for your end users’ experience. 7
- Next Steps 8
- Methodology 9



eGAMING INTRODUCTION

The online gaming market represents one of the fastest growing segments of the gambling industry. The online gaming business is progressively moving into markets around the world, changing the model of the gambling industry as many consumers turn to the Internet to bet on sports, or play the slots or cards. An official report on gambling trends in the U.K. commissioned by the Gambling Commission, based in Great Britain, revealed that the number of online bettors has skyrocketed to 3.5 million people who regularly gamble online, a six-fold increase in just five years. The online gaming market is composed of a number of different types of games, each with its own business models and technology. They include:

- **Sports betting:** Betting on sporting events such as games, horse races, dog races, etc.
- **Online poker:** Like land-based (or traditional) poker, the provider often takes a commission from wagers, and may be less risky than other casino games.
- **Casino games:** Games of chance such as slot machines or roulette that operate the same as in a traditional casino.

Mobile gaming products and services are adding a new layer of convenience and the ability to provide more immediate services that are easy to use and can be played anytime, anywhere. Recent statistics from the U.K. Gambling Commission suggest that remote gambling on the Internet is on the increase in the UK due to the overwhelming popularity of smartphones, laptops and tablets. Industry analyst HR Gambling Capital estimated that mobile gaming revenues have increased from one percent three to four years ago, to a considerable 15 percent today. And this growth is set to continue.



eGAMING COMPUWARE WEB AND MOBILE PERFORMANCE TOP AWARD WINNERS

The top performers have worked hard to ensure that the performance of their web and mobile sites is a differentiator and drives business. They have made a commitment to continuous improvement as they evolve their sites to meet their customers' needs and expectations and beat the competition.

CONGRATULATIONS TO THE BEST OF THE WEB WINNERS!

Best Overall Performing Web-site	Jennings Poker
Casino Web — Gold	Paddy Power Casino
Sports Book Web — Gold	Jennings Bet Sports
Poker Web — Gold	Jennings Bet Poker
Best Overall Performing Mobile Site	Coral Sports Book

Best-performing eGaming Web-site | Jennings Poker

The Jennings Poker web site outperformed all of the other eGaming web site participants measured on the Gomez Benchmarks across the Sports Book, Casino and Poker categories. The Jennings Poker web site performed well across all three categories ranking first in overall response time and availability, and fourth for consistency.



Casino Web — Gold

Paddy Power Casino

The Casino winners were determined by the sites with the best-performing home pages taking into account response time, availability and consistency.

		Average Response Time (Sec)	Average Availability (%)	Average Consistency (Sec)
Gold	Paddy Power Casino	3.034	95.99	4.031
Silver (Tie)	Coral Casino	2.522	95.60	3.260
Silver	Eurobet Casino	3.763	95.92	4.150
Bronze	Sky Vegas Casino	4.018	96.32	4.525

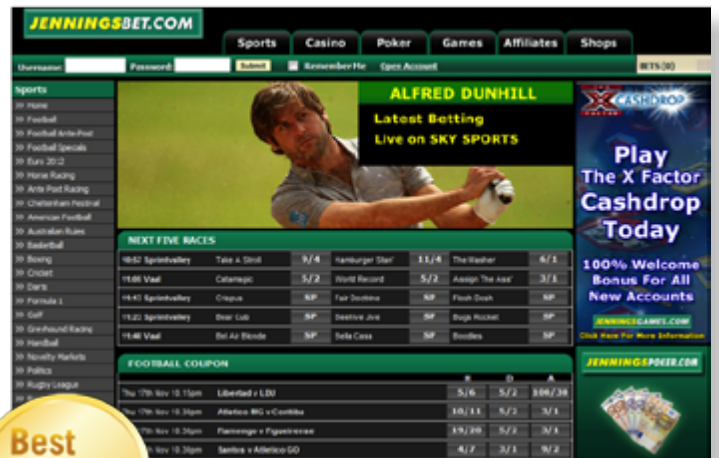


Sports Book Web — Gold

Jennings Bet Sports

The Sports Book winners were determined by the sites with the best-performing home pages taking into account response time, availability and consistency.

		Average Response Time (Sec)	Average Availability (%)	Average Consistency (Sec)
Gold	Jennings Bet Sports	3.275	96.18	3.299
Silver	Totesport Sports	4.871	96.07	4.209
Bronze	Boylesports Sports	3.960	95.80	4.964





eGAMING
POKER

Poker Web — Gold

Jennings Bet Poker

The Poker winners were determined by the sites with the best-performing home pages taking into account response time, availability and consistency.

		Average Response Time (Sec)	Average Availability (%)	Average Consistency (Sec)
Gold	Jennings Bet Sports	2.205	96.84	3.343
Silver	Gamebookers Poker	3.313	96.30	4.201
Bronze	Victor Chandler Poker	3.127	96.06	3.797



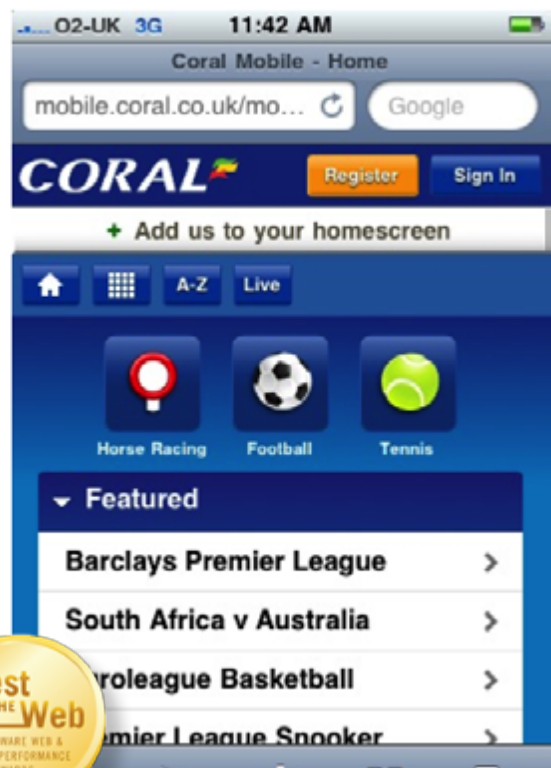
eGAMING
MOBILE

Best-performing eGaming Mobile Site

Coral Sports Book

The Mobile site winners were determined by the sites with the best performing landing pages taking into account response time, availability and consistency across O2/ iPhone.

		Average Response Time (Sec)	Average Availability (%)	Average Consistency (Sec)
Gold	Coral Sports Book	5.230	99.85	2.163
Silver	Victor Chandler Casino	5.633	100	2.261
Bronze	Betfair Sport Book	5.575	99.54	2.325



Web performance is a business issue. Web and mobile sites that don't perform well — slow to load, periods of unavailability or inconsistent performance — negatively impact customers' experience, their satisfaction and the likelihood that they will continue to spend time on the site or make a purchase. The business impact has been documented in numerous studies. Compuware's own research found a direct correlation between page response time and conversions and page abandonment in two separate studies.

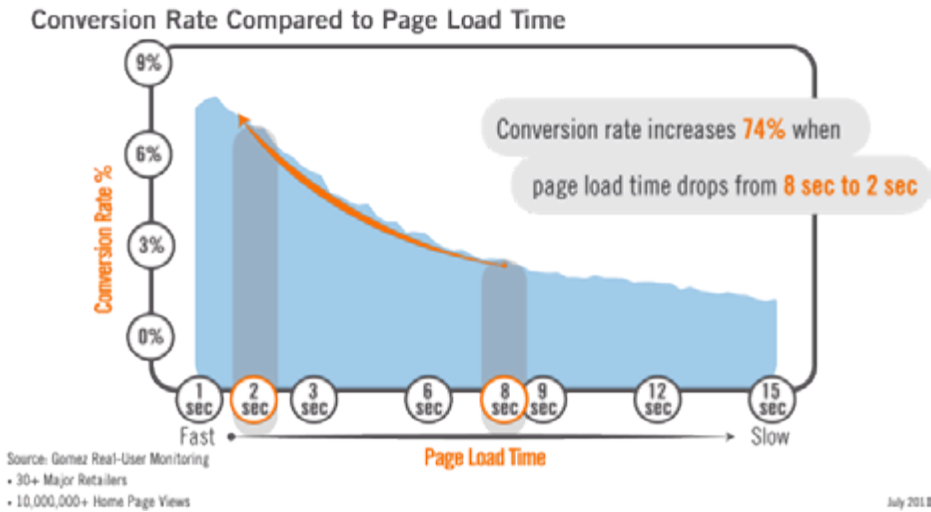


Figure 1: Compuware found that conversion rate increases 74 percent when page load time improves from eight to two seconds.

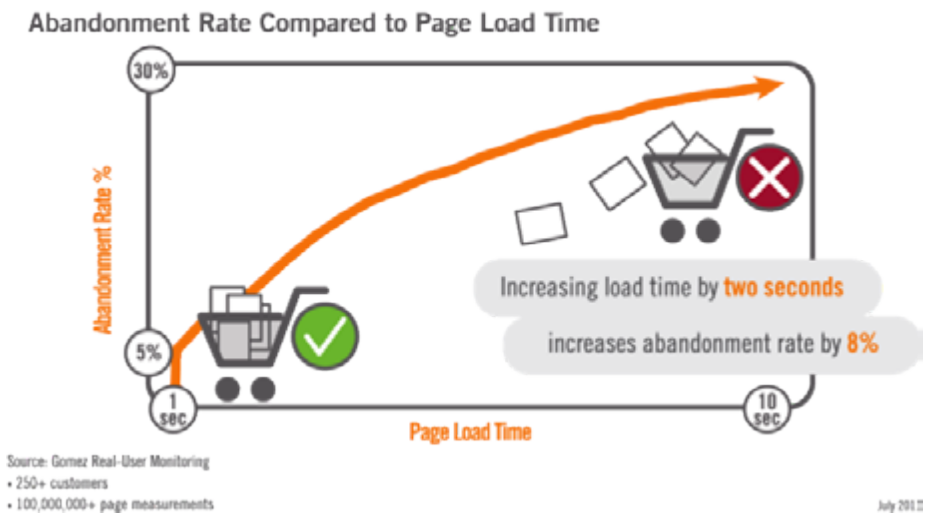


Figure 2: As page load time increases from one to five seconds, user abandonment rates increase by 40 percent.

BENCHMARK THE BEST, YOUR COMPETITION, AND YOUR OWN SITE

Compuware Gomez Benchmarks compare web and mobile performance metrics of leading companies in an industry to determine who the winners are and what others can do to improve. The process of benchmarking is leveraged across the business to measure everything from share price, to branding strategies, to manufacturing processes.

Comparing your web and mobile site performance metrics against the best performers gives you a tangible and quantitative measure of site performance that you can integrate with other key data, such as web analytics metrics (e.g., traffic, page views, and unique visitors) and ecommerce metrics (e.g., sales, average order size and profitability). Benchmarking also provides a good balance for more qualitative measures of customer experience like usability studies.

The benchmarks in this report can give you a good starting place to compare how your web and mobile sites perform against others in your industry. The keys to a solid benchmarking practice include:

- **Track your performance against the best sites and your competition.** Make sure you keep an eye on how you stack up. Since consumers' have little flexibility in their willingness to wait for a site to load, ensure that you are not losing visitors and revenue due to a slow web or mobile site.
- **Baseline your performance and track it over time.** It is critical that you track performance before and after you add new marketing widgets to your site such as ad-serving networks, video and images, dynamic promotions and interactive applications such as ratings and reviews. Marketers are looking continuously to make sites more engaging but with that goal comes technology complexity and, potentially, site performance problems.
- **Use benchmarks to measure success for IT and business stakeholders.** With all the new technologies available to support innovative marketing campaigns on your web or mobile site, it is important not to lose sight of the fundamentals. Using web performance benchmarks as a key indicator of success for both the business and IT owners of the web-site is a good start.

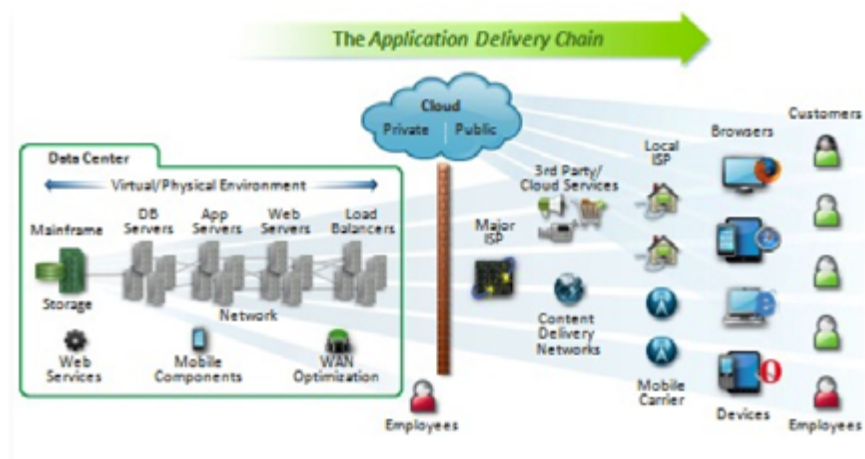
OPTIMIZE FOR YOUR END USERS' EXPERIENCE

Making sure web and mobile sites are fast enough and are consistently available for customers is not easy. Performance monitoring and analysis tools are only effective if they take an outside-in, end-user perspective. This means monitoring performance across the application delivery chain from the browser on a real user's computer or mobile device, across the Internet or a corporate WAN, across third party and cloud providers to the infrastructure.

NEXT STEPS

What are the next steps to improving your web or mobile-site performance and implementing best practices? We recommend that you:

- 1.) **Benchmark your results.** Use the Compuware Gomez Benchmarks to see where your site ranks.
 - If your site is measured on a published benchmark and you are not a winner, contact us and we can provide you with your rank for the year.
 - If your site is not measured on a benchmark, assess your performance over the next week for free with the Gomez Custom Benchmark Report.
- 2.) **Determine how poor performance is impacting your business results.** For some actual case studies to guide your analysis, read [Why Web Performance Matters](#).
- 3.) **Use performance monitoring tools to provide insight into your end users' experience.** Performance monitoring can help you determine whether your web or mobile site and application performance is impacting your end users. Specifically, they can help you determine whether your performance problems are in your data-center behind the firewall, are due to the ISP, or your end users' browser, location or device. Obtaining visibility into the entire application delivery chain and the end-user's experience will ensure that you are delivering a superior experience to all your end users.





eGAMING METHODOLOGY

Gold, Silver and Bronze winners – The winners had the best aggregate response time, availability and consistency rankings across the indicated benchmark from January 1, 2011 through October 31, 2011, with the exception of the mobile tests which ran from October 1, 2011, through November 3, 2011.

Home Page Last Mile Benchmarks – These benchmarks measure the performance of the home page from the end user's desktop taking into account the real user's connection speed. These benchmarks leverage the Gomez Network of 150,000 desktop computers connected to 2,500 local ISPs in more than 168 countries around the globe.

Mobile Benchmarks – This benchmark measures the performance of the home page of a mobile site for two carriers with their top devices. The site/carrier combinations are: 02/iPhone.

Frequency and Location of Tests – For our home page and transactional benchmarks, we ran tests from the London nodes of leading Internet Service Providers at regular 30- or 60-minute intervals.

Response Time – Response time measures the end-to-end time elapsed while downloading each web page. This includes the base HTML page and any referenced objects, third-party content, JavaScript and Cascading Style sheets and other web content. The reported metric represents the average time to download the home page without factoring in latency.

Availability – Availability measures the percentage of successfully completed tests out of the total test attempts for the period. Availability rates are dependent upon a number of variables including the ability of our testing agent to access the web site, its ability to process a transaction without error, and its ability to download each step of the transaction within a reasonable 60-second time frame. Reported availability rates do not include errors related to the Gomez measurement system or scripting problems.

Consistency – Consistency measures the standard deviation of the response times of successful tests. The goal is to have a low number (in seconds) which indicates how consistent the response time is each time a user visits a web site. Highly variable response times (in seconds) indicate inconsistent performance that may be caused by poor web-site performance as measured across diverse geographies, issues with Internet peering or an under-powered technical architecture which leads to slowdowns during periods of peak traffic.

eGaming Benchmark Participants: The companies tracked include:

888, Bet365, Betclix, Betfair, Betfred, Betsson, Blue Square, Boylesports, Bwin, Chili, Coral, Eurobet, Gamebookers, Jennings, Ladbrokes, Paddy Power, Party Poker, Partybets, PartyGaming, PKR, Poker Stars, Sky Bet, Sporting Index, Sportingbet, Stan James, Ultimate Bet, Unibet Casino, Victor Chandler, William Hill and Winamax

The Gomez platform is the industry's leading solution for optimizing the performance of web, non-web, mobile, streaming and cloud applications. Driven by end-user experience, Gomez provides a unified view across the entire application delivery chain, from a user's browser or mobile device, across the Internet or a corporate WAN, in the cloud, to inside the data center, eliminating blind spots from the First Mile to the Last Mile.

Compuware Corporation, the technology performance company, provides software, experts and best practices to ensure technology works well and delivers value. Compuware solutions make the world's most important technologies perform at their best for leading organizations worldwide, including 46 of the top 50 Fortune 500 companies and 12 of the top 20 most visited U.S. web sites. Learn more at: compuware.com.

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