Sportradar’s API Management Winning Streak
Speed, security, streaming, SSO, superior UX, and total reliability

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CHALLENGE
“We collect data from professional sports leagues and make it easier to consume,” says SVP of Technology and Operations Dave Abbott. “We make it available as quickly as possible so our customers have time to ingest it and add their magic for their users. We’re getting hit tens of thousands of times a second. And being able to arrange our products into logical families so they make sense to the customer is really important—and being able to scale.

SOLUTION
“We initially started using TIBCO Mashery because it was easy. We had built API portals in previous lives and understood the challenges and investment. At my last startup, it took a couple million dollars, six people, and six months. For $181.50, we built a free-trial functional prototype with Mashery in about three and a half days.

“About a year ago, we ran another evaluation. Mashery held up, and we stuck with it. Reporting is also very important, and from Mashery, it’s adequate on the method level, the service and package levels, and for general traffic.

“We formed a relationship with TIBCO professional services, and it was a good experience. They were always there for us, for complicated questions, and luckily, the SSO project. There were a number of challenges because we were working across three countries, but they were very pleasant and happy to accommodate us and work with the different cultures.

DETAIL
BENEFITS

SPEED, SECURITY, STREAMING, SSO

“Mashery is easy to use. I/O Docs, all the key management, and security is just out of the box. We rolled out 20 plus sports in a very short time with development teams all over the world. It really made a big difference that we could do it quickly, consistently, and securely by just pointing endpoints at our infrastructures around the world. It’s a nice strong defense against any kind of attacks.

“And we don’t just deliver a RESTful data feed with Mashery anymore. We also use it for HTML streaming of images and editorial content, and it works great. “Besides the Mashery-hosted Sportradar Developer Portal, we have our own Sportradar Store that allows customers to trial our API and demo our media products. The nice thing is that you can register for the Store and use the same credential on the Developer Portal.

SUPERIOR USER EXPERIENCE

“The value prop that we bring is that our feeds across 40 plus sports all have a similar construct so it’s easier to integrate with us, to get more sports from the same place through a pleasant integration exercise. Mashery allows us to package multiple products that were built by multiple internal teams and use a layer to make them all look and feel the same.

“We serve data from all around the planet, but we have one central entry point, one consistent look and feel and authentication mechanism. Your data could be coming from Europe or the US. We have flexibility in distribution, with security.

TOTAL RELIABILITY

“The first limit we had in Mashery was like four million hits/month, and now our quota is near a billion. We run close to 200 events simultaneously. When fall football cranks up, we’ll have 60 some college games going at once. Then it rolls into college and NBA basketball and NHL. The big thing with Mashery is that on any feed we can update the header to whatever we want. In a couple of seconds, we’re getting tens of thousands of hits a second.

“With Mashery, you can go from a thousand to a million just kind of magically. That was one of our biggest goals, to take away the drama. Don’t worry when a global media company starts hitting you hundreds of thousands of times a second because they accidently provisioned incorrectly. You don’t even notice until you get a phone call. That’s the kind of stuff that makes the difference—being able to add sports super quickly, distribute workflow all around the world, never worry about getting hit too hard, and making it easy for customers to experience our sweet, awesome, fast data.

FUTURE

“We have exclusive data, NFL Next Gen Stats, for example. You see all 22 moving around the field, and we do a lot of analysis on that and generate statistics on how far, how fast. It’s the same thing with the NBA. You didn’t have all that data before. But now, we can change the vocabulary of how people describe a game. That’s our future.”

SPORTRADAR

The official provider of data for the NFL, NBA, NHL, International Tennis Federation, and NASCAR, Sportradar US is recognized as the fastest growing sports media provider in North America. With the industry’s most proficient software, it distributes easy to consume content and data while setting new standards for speed and accuracy.

FAST FACTS

Sports covered: 48+
Sports partnerships: 65+
Partial customer list: Associated Press, Facebook, Turner Media, Twitter
App and API store, Mashery-hosted developer portal

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