COMMIT · betsflow

POWERING REAL-TIME SPORTS BETTING INNOVATION WITH AI ON AWS

aws PARTNER
Premier Tier
Services

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Generative AI
Services
Competency

ABOUT BETSFLOW

Betsflow is an AI-driven sports instant betting provider that delivers real-time, customized betting opportunities through proprietary odds and dynamic market creation. Designed for speed, transparency, and engagement, Betsflow's platform empowers betting operators with live analytics and full control over betting experiences.

THE COMPANY OFFERS THREE GROUNDBREAKING PRODUCTS:

- **DRVN AI** – Enhancing real-time engagement, DRVN AI leverages patented technology to generate instant betting markets based on in-game events. It enables operators to surface new opportunities on the fly, amplifying the entertainment value for bettors and improving monetization for platforms.
- **welcome™** – A first-of-its-kind extended reality (XR) platform for casinos, welcome™ merges virtual players into live table games at physical casinos, blending digital and physical gaming for an immersive, seamless player experience.
- **DeJaView** – An advanced XR broadcasting solution that streams live events in 360° or 180° 3D VR through dedicated applications. DeJaView also includes a virtual ticketing system, allowing fans to engage with live sports, concerts, and gaming events as part of a next-gen metaverse experience.

Founded in 2021 by CEO Tal Hayon, Betsflow is headquartered in Tel Aviv and operates globally, specializing in B2B technology development and licensing for the sports betting, casino gaming, and live entertainment industries.

CHALLENGES

To deliver a competitive edge in the fast-paced world of in-game sports betting, Betsflow needed to ensure real-time, low-latency data processing at scale—without compromising user experience or regulatory compliance. Operating in a saturated market dominated by traditional providers, the company faced the dual challenge of maintaining seamless engagement and offering innovative, differentiated features. Success required a robust, cloud-native architecture capable of handling dynamic betting scenarios and integrating reliably with multiple third-party data sources. Betsflow needed an AWS Partner to help meet these demands with speed, agility, and compliance in mind.

SOLUTION

By turning to Commit, an AWS Premier Partner, to address the demands of real-time, in-game betting, Betsflow enjoyed a solution purpose-built for live match conditions—delivering instant, interactive betting opportunities as the action unfolds. Tailored for B2B2C operators, the platform provides end-to-end infrastructure for managing the dynamic betting experience, including real-time question generation and continuous market updates throughout the game. Seamless integration with leading third-party sports data providers ensures accuracy and responsiveness, enabling context-driven engagement powered by event-specific insights. Built on AWS, the platform delivers the scalability, agility, and reliability needed to support high-volume transactions, global user bases, and compliance-driven operations.

RESULTS

- **Real-Time Engagement:** DRVN AI transforms traditional sports betting by enabling ultra-fast, in-game wagering experiences. With continuously updated betting lines that reflect real-time game events, the platform keeps users actively engaged throughout the match—enhancing retention, increasing interaction, and delivering a more immersive experience for end-users.
- **Operator Control**: Designed with operators in mind, the platform provides comprehensive tools for real-time analytics, market configuration, and customizable betting scenarios. This ensures full transparency and control over the betting experience, allowing providers to fine-tune offerings based on user behavior, event dynamics, and business objectives.
- **AI-Driven Advantage**: At the core of DRVN AI is proprietary artificial intelligence that generates context-aware betting markets and odds in real time. By analyzing live game data, user patterns, and situational probabilities, the platform delivers highly relevant and unique betting opportunities—giving operators a critical edge in a crowded, fast-moving market.

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