

Fan Identity at Scale – WSO2 Identity in Sports & Gaming



Speaker: Asim Thakker
VP, Software Development; IGT – Everi- Venuetize

Goal: Delivering Seamless & Access to Digital Products

DELIVERING ACCESS WHEN THOUSANDS ENGAGE SIMULTANEOUSLY



THE FOUNDATION OF TRUST BUILDING BETWEEN PARTIES



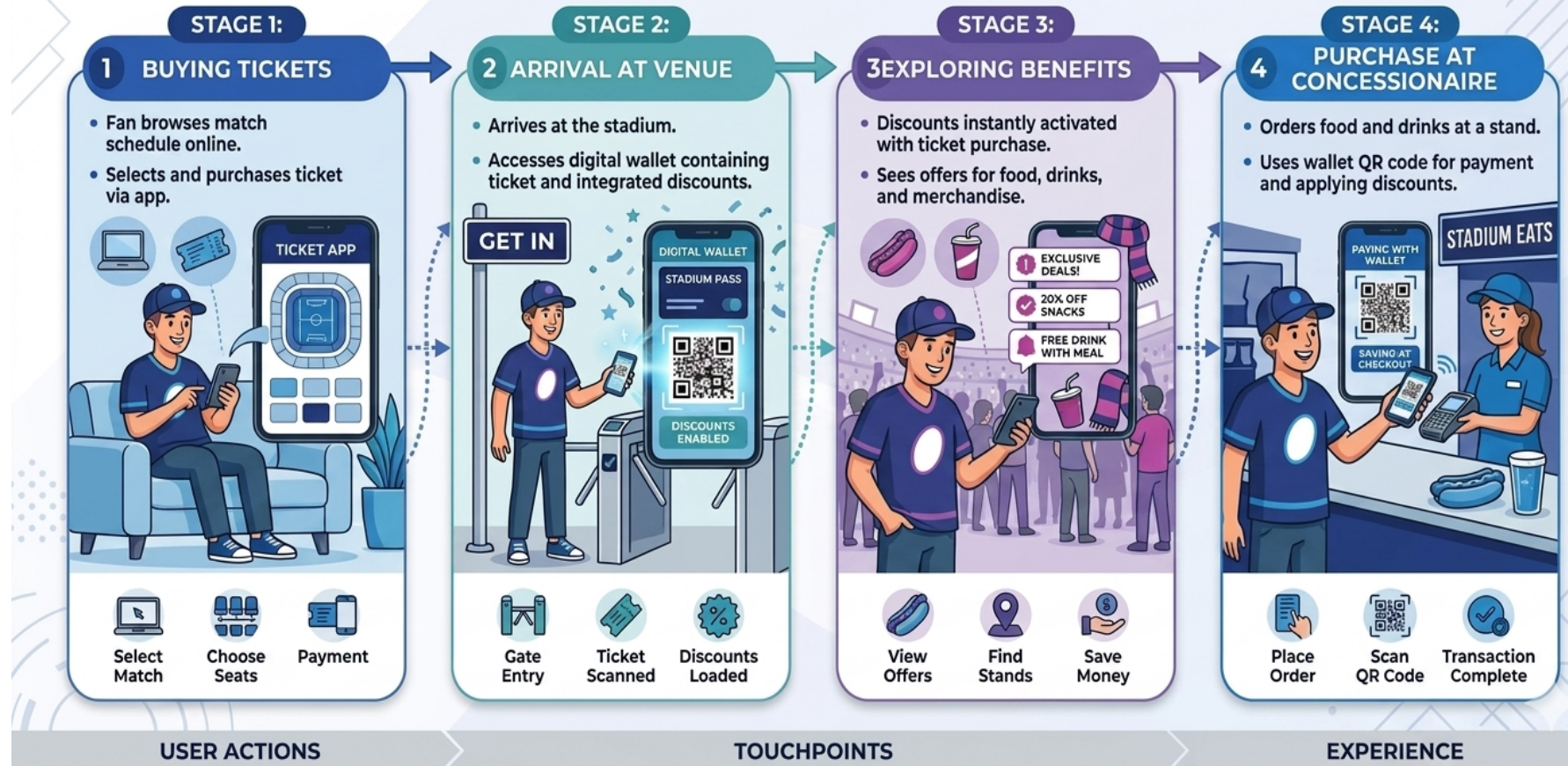
Venue Wallet

One Wallet that unifies all payment methods credit/debit cards, stored value cards and loyalty discounts

Seamlessly integrates with multiple vendors behind the scenes. Identity, Ticketing, Parking, Food & Bev and Merchandise vendors, Point of Sale systems

Identity is central to this feature to ensure we connect user context across disparate systems

USER JOURNEY: GAME DAY TICKET & FAN REWARDS



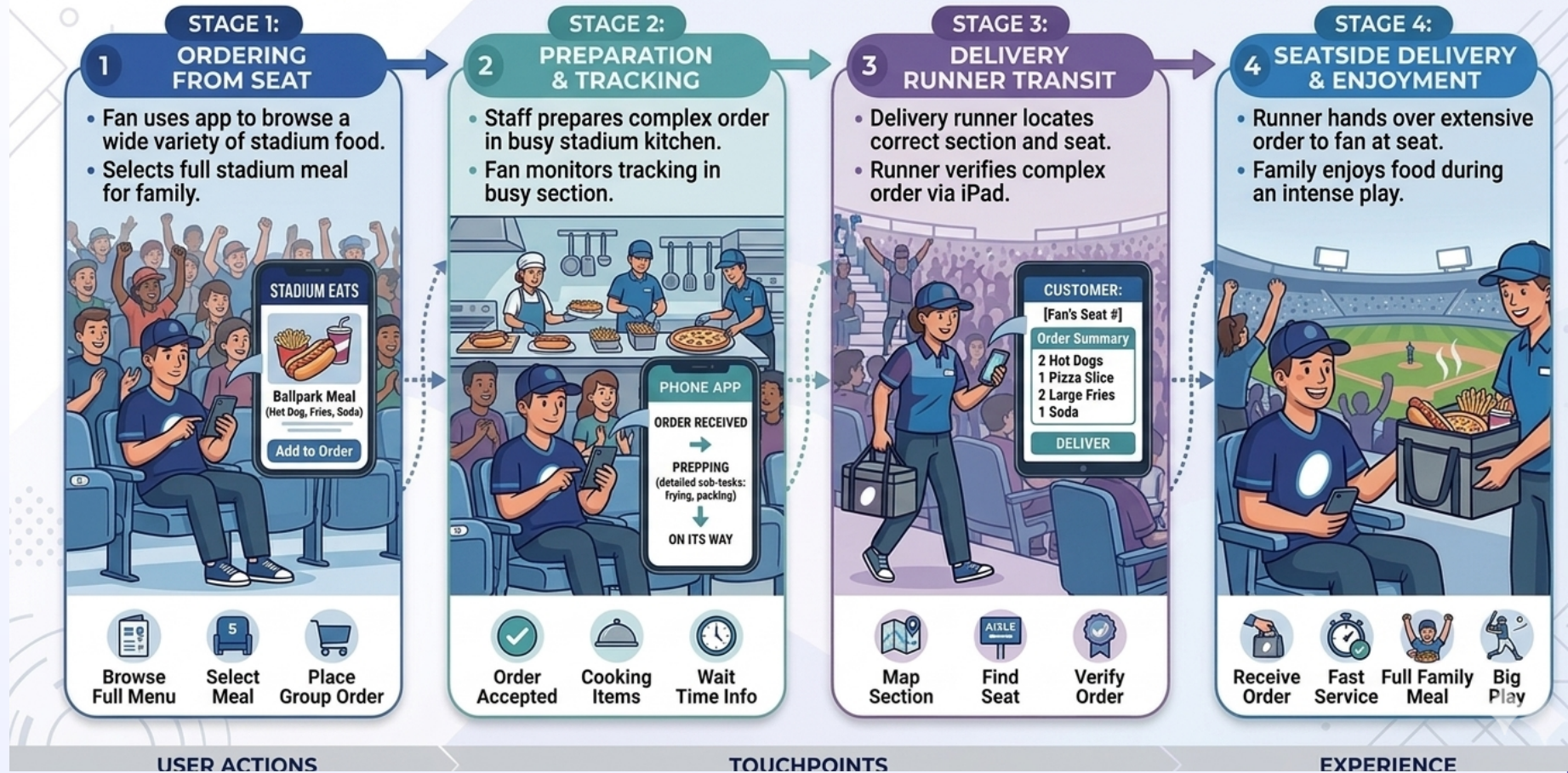
In-Seat Ordering using Venue Wallet

Venue Wallet including payment methods credit/debit cards, stored value cards and loyalty discounts is available for In-Seat ordering as well

Seamlessly integrates with multiple vendors: Food & Bev and Merchandise vendors

Extensible Platform that allows many products and features built using the same platform. Example: Pay with Face/Biometrics (Beta) and Amazon Just Walk Out at the Venue

IN-SEAT DINING: GAME DAY FOOD DELIVERY



Missing the Clutch

- April 1st 2021: After a year of covid hiatus, throngs of Oakland A's baseball fans arrive at Coliseum for the Baseball opening day
- First Non-Beta Launch of Venue Wallet



Trending: Weather forecast | Alysa Liu | Top Bay Area campgrounds | Presidio Tru

SPORTS // ATHLETICS

A's navigate Opening Night concessions snag, new Coliseum protocols

By **Matt Kawahara**, Astros Beat Writer

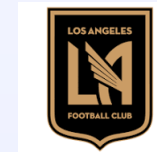
Updated April 2, 2021 8:15 p.m.



At one point, a technology issue caused the system in Oakland to stop processing orders and overload. An issue was reported at one other ballpark, Petco Park in San Diego. MLB, the A's and the Coliseum vendor worked to resolve the issue but by then the system was flooded with orders, so people who had ordered early in the game were left waiting.

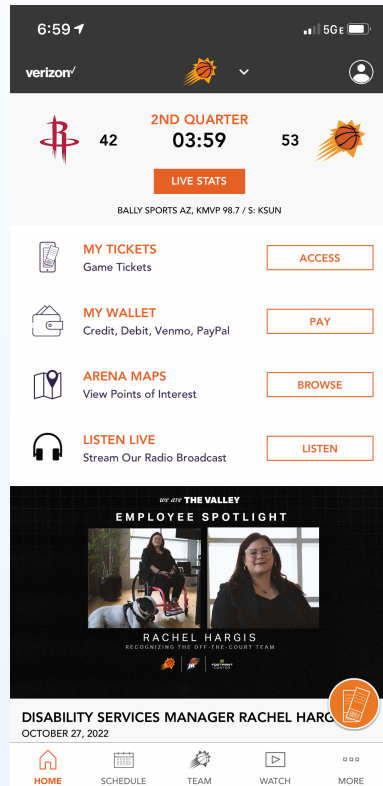
Mobile Platform – From Then to Now

- 4.5+ Million Users
- Clients that span Major Sports Leagues (MLB, NHL, NBA, MLS), and various other Venues; Generating millions of dollars in revenue for our clients
- 2025: Expansion into Horse Racing venues with integrated wagering experience at Gulfstream Park
- 2026: Casinos+



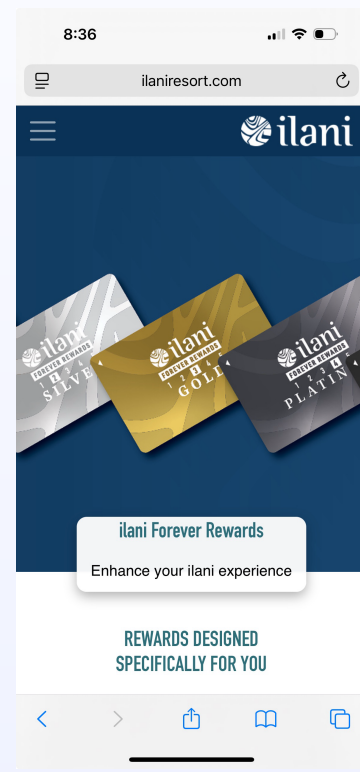
Product Deployment Models

Native Mobile Application



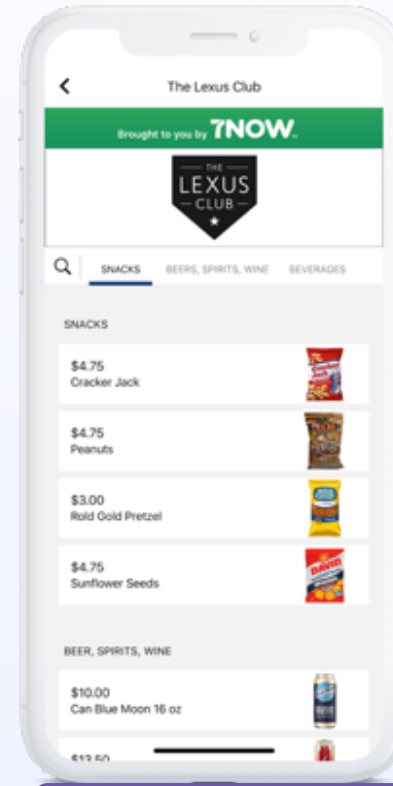
Identity: Self
Signup

App-less Web



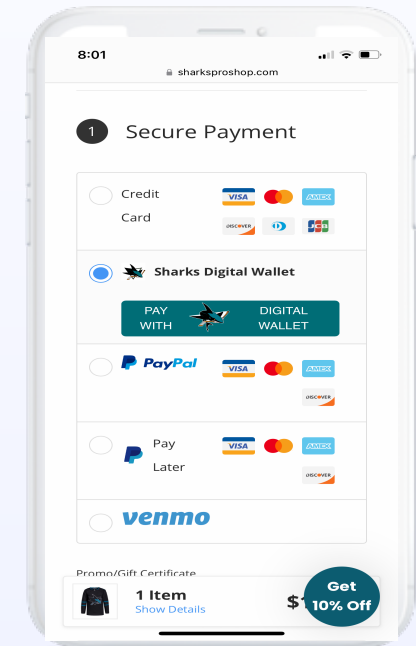
Identity: Self
Signup

Web in Third-Party Application



Identity: SSO

Wallet Pay Button



Identity: Self
Signup and SSO

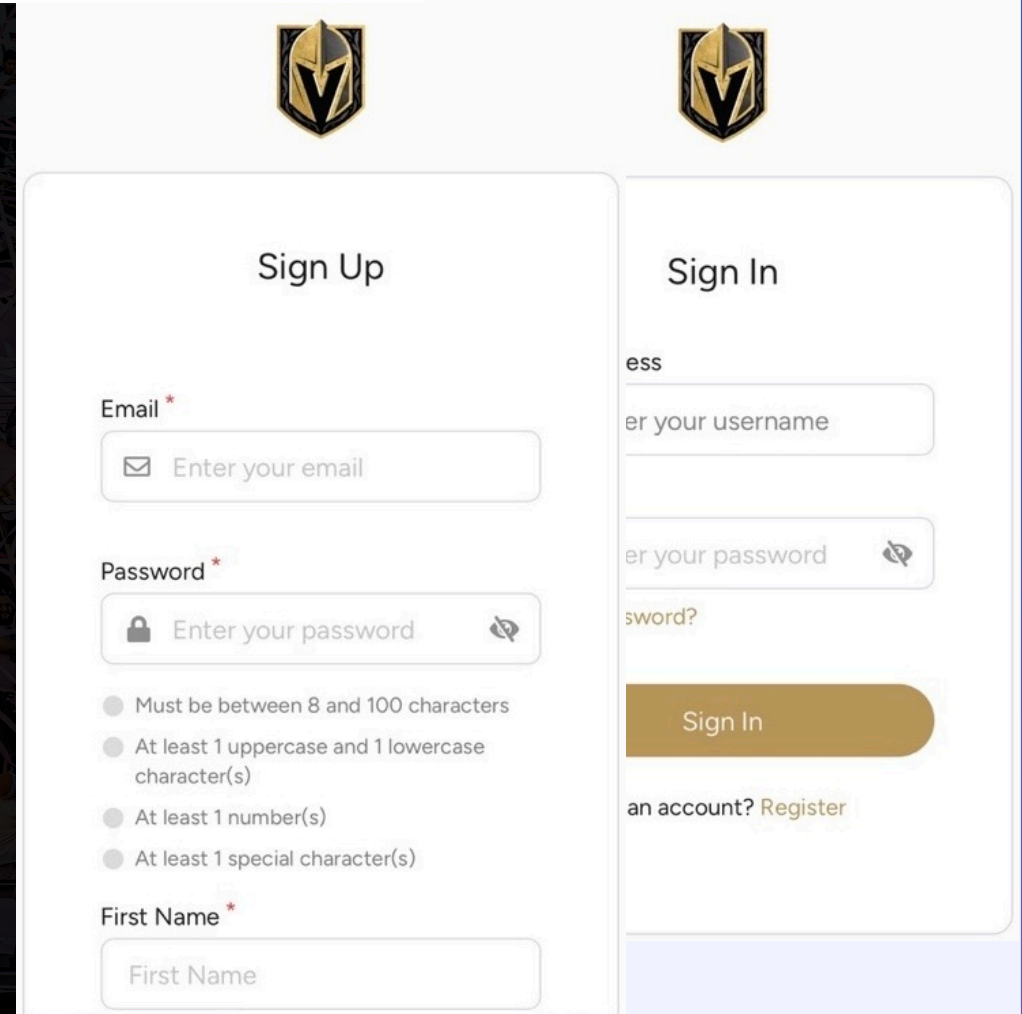
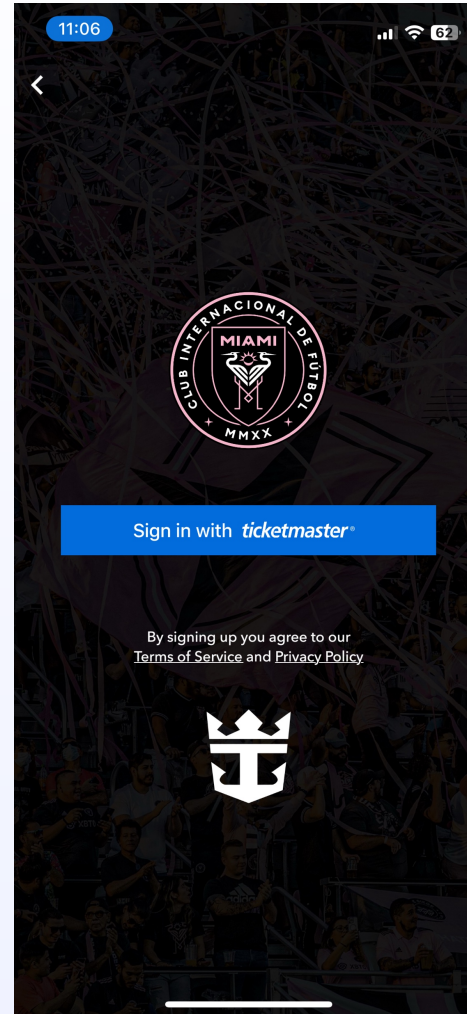
Native Mobile App – Access & Identity

Sign Up and Sign In – Self register

OpenID Connect SSO

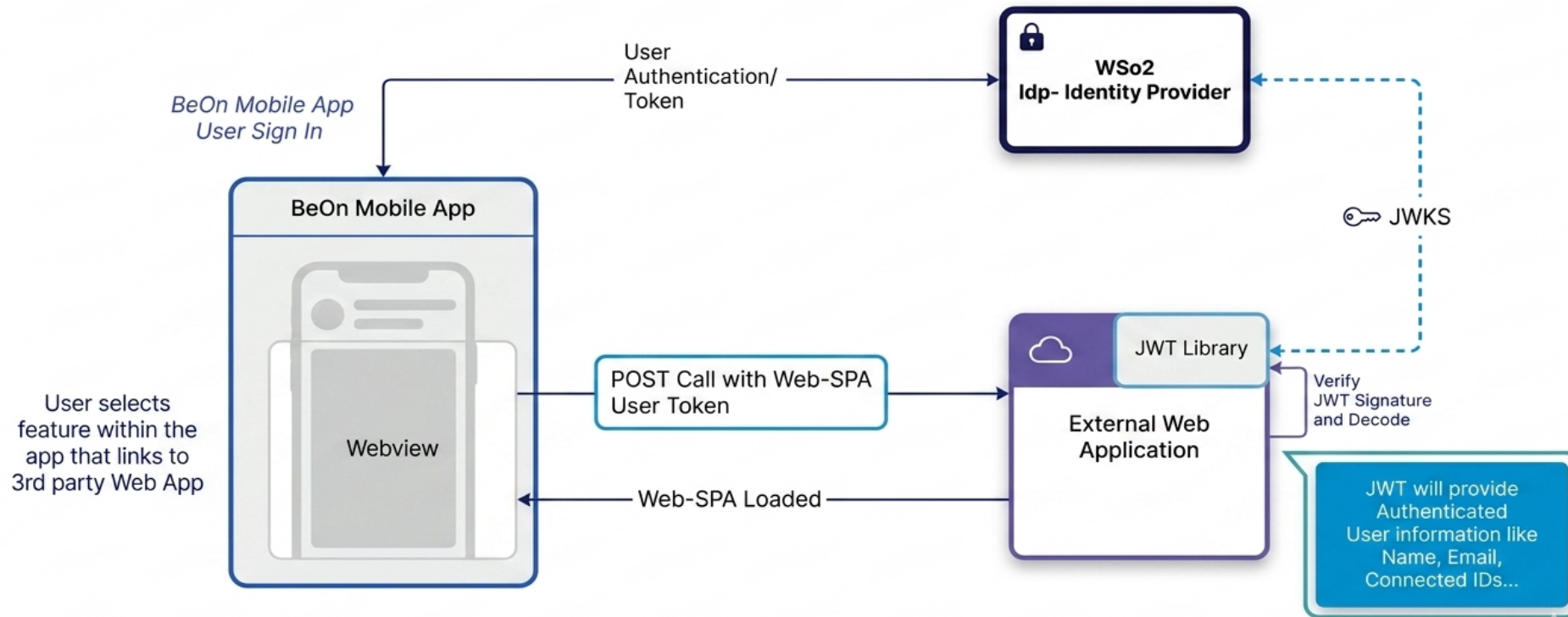
Mobile App is the IdP but allows trusted third-party apps to Plug-n-Play using OIDC

Federated Sign In managed by a trusted third-party Identity Provider (IdP)

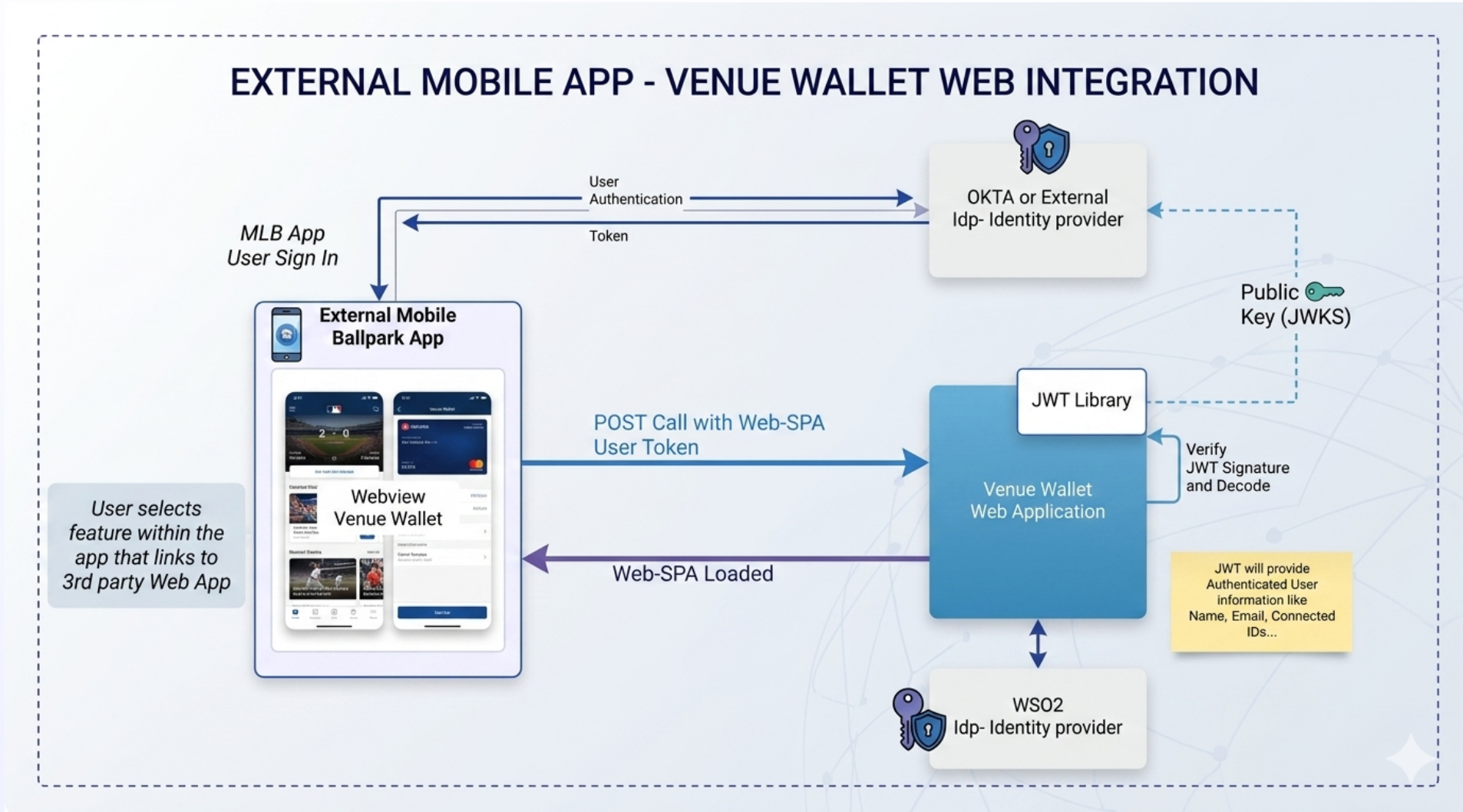


Native Mobile App – Federated SSO using OpenID Connect

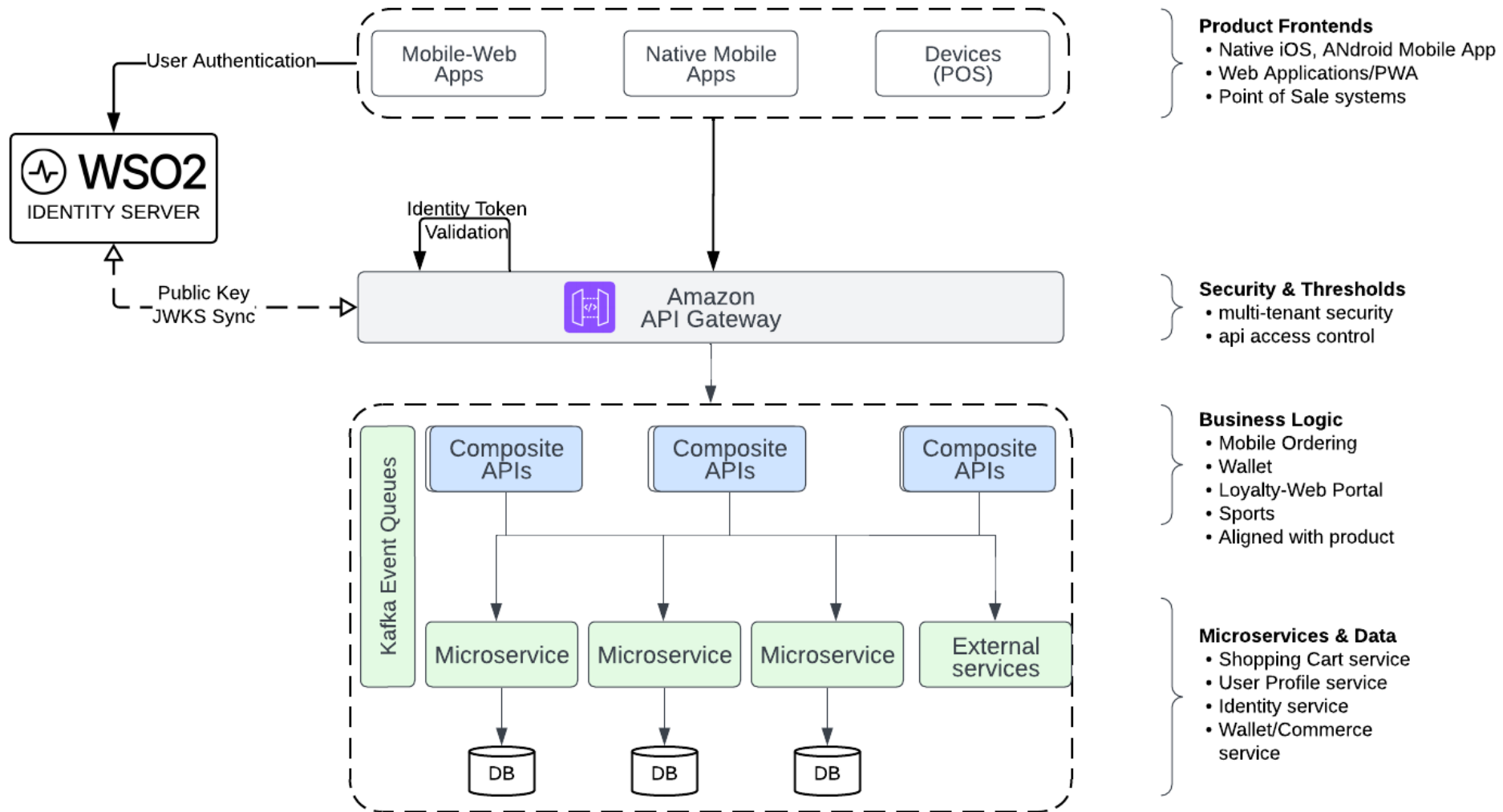
BeOn Mobile App - External Web App Integration



Venue Web App – Integrated within External Native App



High-Level Application Architecture



Platform/Infrastructure - Tech Stack



Amazon
EKS



AWS
Fargate



Amazon
Aurora



Kubernetes
HPA

- **No Server Management:** Eliminates the need to patch, scale, or secure node groups, as Fargate handles infrastructure management
- **Pod-Level Isolation:** Each pod runs in its own VM-isolated environment
- **Auto-Scaling:** Highly Efficient for variable traffic; Scales up or down based on the demand without any downtime



Seamless Container Management

AWS Fargate enables effortless container management, removing manual server maintenance and streamlining application deployment.



High-Performance Database Operations

AWS Aurora delivers fast, scalable database performance with automatic failover, ensuring reliability during live events.



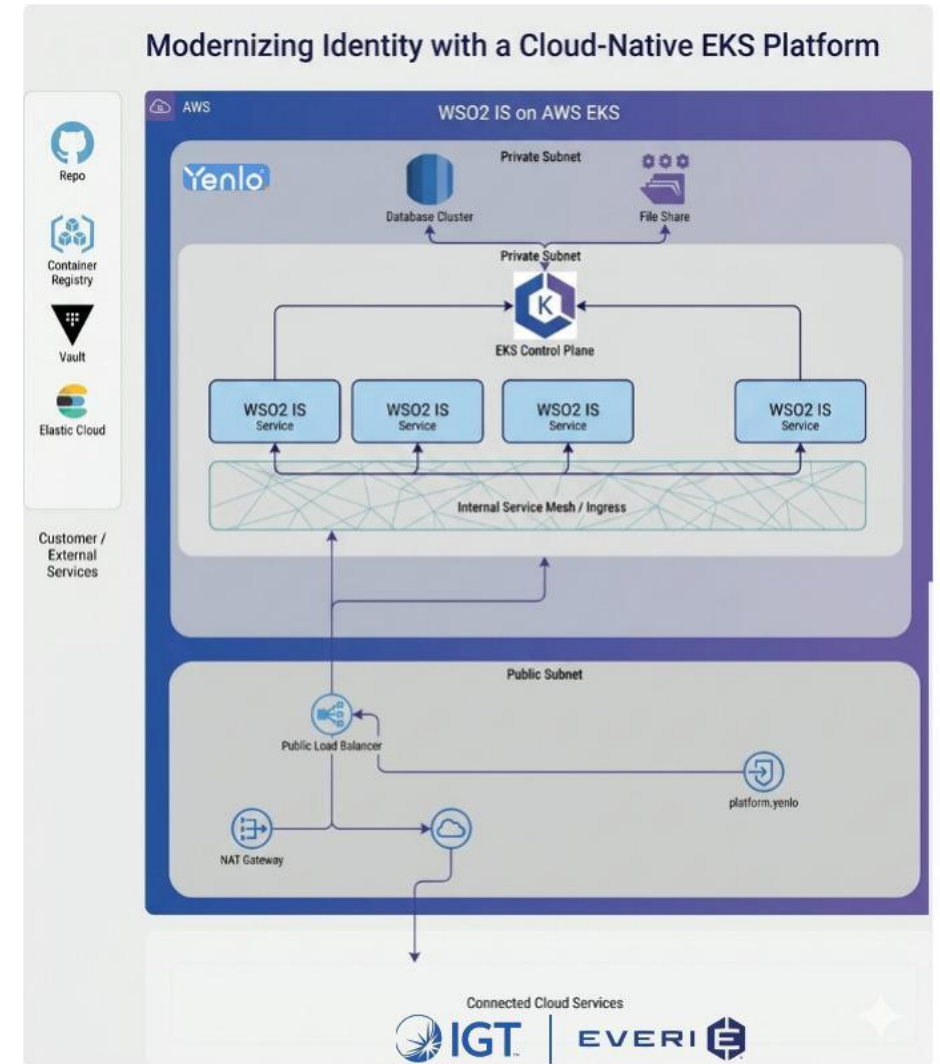
Dynamic Resource Scaling

Horizontal Pod Autoscaler (HPA) adjusts computing resources in real time to meet fluctuating live event demands, preventing downtime.

Identity Service Architecture



- Yenlo provides a managed service for the WSO2 Identity service to IGT | Everi
 - Secure hosting Identity Service
 - 24/7 Monitoring & Alerts
 - Pool of SME
- Separation of Concern: IGT | Everi products and Yenlo-hosted WSO2 Identity Service; From the business of our products, identity is a black box that just works
- Containerized Identity platform (WSO2 IS 7.1) running on Yenlo managed AWS platform (EKS)
- Elastic Cloud (Uptime/logging/monitoring/analytics)



The Business Imperative: Platform Resilience

Modern venues that are often cashless depend on **reliability of technology**

Identity is the key element that brings in **frictionless onboarding**, contextual experiences and **unified trust** via security and data compliance

A 5-minute outage = 100% halt in digital transactions and lost revenue opportunity

For live events, friction isn't tolerated - it's amplified

One failure = instant brand damage + viral backlash + lost trust

Identity Resilience = Operational Survival

Technical Metrics: **Operating at Scale**
Last 2 weeks



Average Latency:
30.5ms



Total APIs: 201,696



Throughput: 1140 rpm

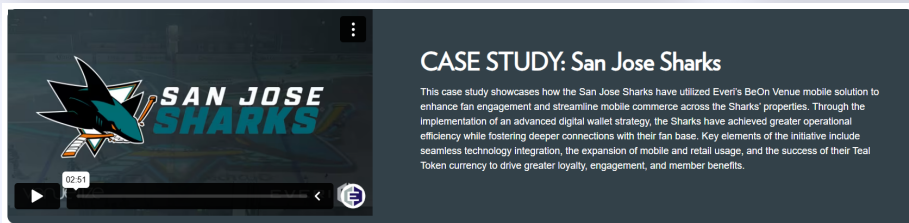
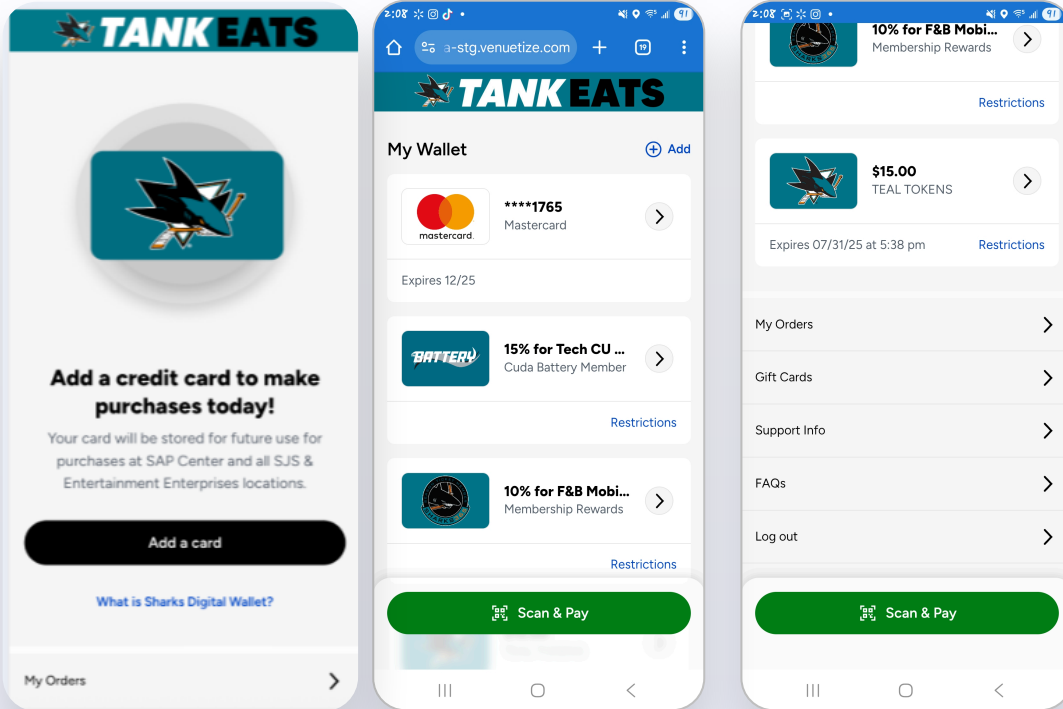


Average CPU: 4.6%

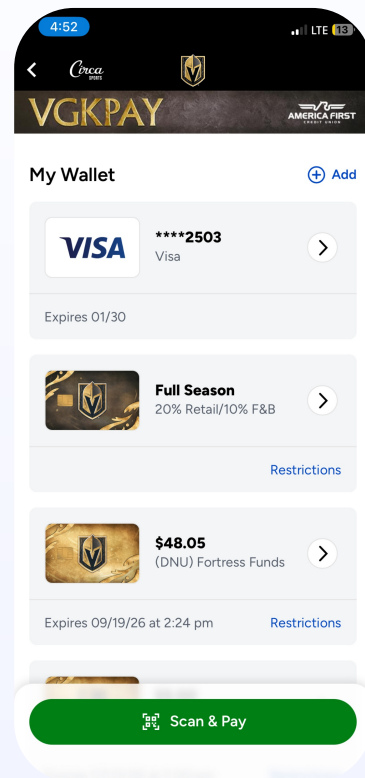
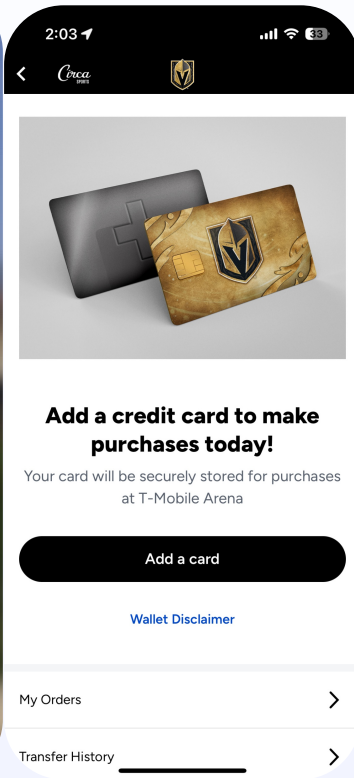
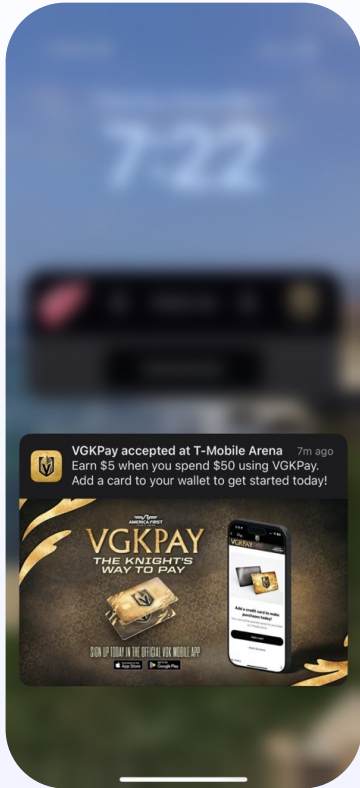


Patrick Hooper
Director, Digital Experiences
San Jose Sharks

“Everi has helped us construct a rather robust mobile commerce system inside of our app, which is really driven by our digital wallet strategy for commerce and payments in our various venues across the Bay Area, as well as how we house a lot of our loyalty and member benefits packages. We’re extremely excited about our future. The future is teal. And with Everi, we’re poised to deliver even more unforgettable experiences to our fans.”



[Case Study/](#)
[Testimonial](#)



Vegas Golden Knights

"We're always looking for new ways to iterate with the evolving world, not only from the consumer side, but the technology side as well. We're always looking to do things differently... [Everi has] brought us to a different space within the digital ecosystem... I can't wait to see what the future holds because where we are now will not be where we are 12 months from now. There's a lot of providers out there and I think they are at the top of the list right now."

[Vegas Golden Knights Announce "VGKPay" Mobile Wallet in Partnership with Everi to Enhance Fan Experience](#)
(NHL.com : Press Release)

Thank you for listening

Connect with me on LinkedIn



Asim Thakker

Tech Executive | Driving Engineering Scale &
Global Product Delivery

