

## Success Story

# Fun Interactive Prediction Game for Companies

High-frequency prediction competitions benefit from strong data protection of the Enterprise Cloud of 1&1 IONOS

Who could forget the legendary semi-final of the 2014 soccer World Cup, when Brazil hammered Germany 7-1? Taking part in a prediction game would certainly have paid off then. The forthcoming 2018 World Cup in Russia is the next change to do this. You can make it a joint event by playing with friends and colleagues. With this in mind, kreITiv GmbH has developed a fun-packed white-label prediction game as a marketing tool for companies. To ensure that the defense, namely the underlying technology, is secure and stable, the cloud computing infrastructure of 1&1 IONOS is used. The IaaS fortress comfortably copes with 50,000 users per prediction game in several thousand game instances at a time.

The prediction competition was invented by Dresden-based kreITiv GmbH, established by Rainer Witt in 2008 and a provider of innovative cloud solutions in the field of e-commerce, ERP, and IT infrastructure.

The company has evolved from a conventional IT system firm to a service-oriented IT service provider that now mainly focuses on long-term IT consulting and support of digitalization processes at companies. To succeed, its customers have long since had to diversify into more than one playing field.

*„You have to delve into your customers' business processes and see what customers actually need in order to give them the best possible strategic support.“*

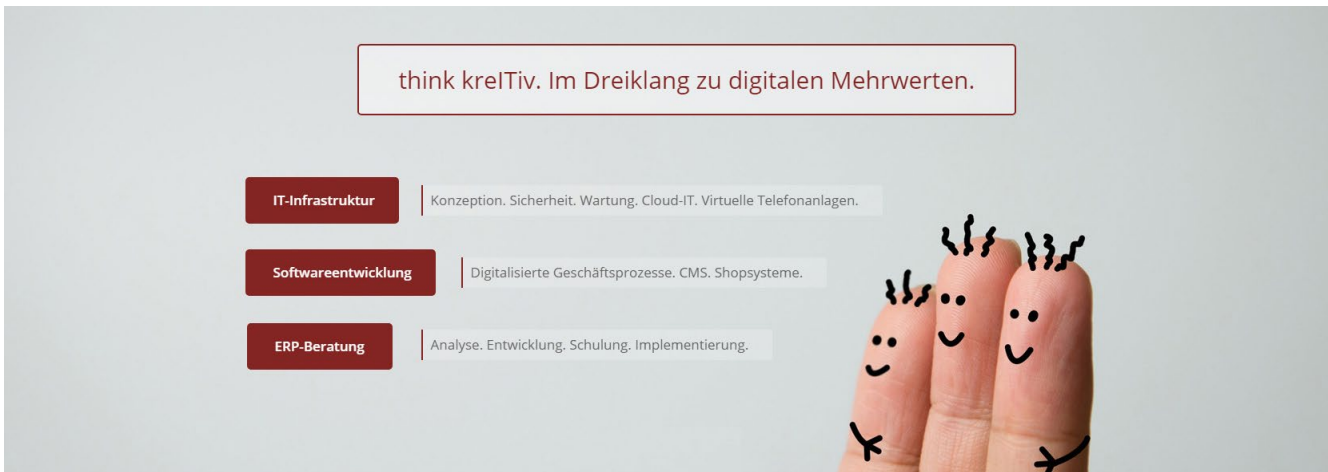
**Rainer Witt**

Managing director of kreITiv GmbH

## Comprehensive IT Consulting Focused on the Bigger Picture

To make optimum use of consulting outcomes and lead its customers to success through long-term support, the kreITiv team offers individual solutions to companies in the context of digitalization. Via software development, ERP consulting, and IT infrastructure, customers are given various options for making the step towards digital transformation and all associated processes as efficient and simple as possible. The resultant digital added value for customer is a key aspect in collaboration. A long list of prestigious partners such as Microsoft, Google, and 1&1 IONOS shows that the IT firm's strategy works superbly.

Together with his business partner Matthias Ehnert, who has been on board since 2014, Rainer Witt will be celebrating the 10th anniversary of kreITiv this year:



“Our team now comprises around 30 employees,” said the business-information systems graduate, who established his first partnership at the age of 18. The company has a wide range of expertise at its disposal here: from software developers and business managers to economist – specialist knowledge and business skills dovetail perfectly at kreITiv. This blend of experts is particularly important to the company’s integrated and innovative solution approaches. And according to Witt, the kreITiv community has something else in common in addition to its collective specialist expertise:

“We are all big sports fans, and a lot of our employees support Dynamo Dresden.” This sowed the seed for a new business idea.

### From Prediction-Game Concept to Hit Product

The idea for the prediction game came from the kreITiv employees themselves. They wanted to arrange an in-house prediction game, and “a couple of companies we are friendly with sometimes joined in,” Witt explained. “Two of our developers set it up, and then everyone took part.”

An internal prediction competition was held for the World Cup in 2014, and the game was rolled out to a handful of customers, too. The idea that it could all mushroom and become a sustainable business model followed on naturally. The main impetus stemmed from the huge popularity and the many positive side-effects of predicting together:

*„People just realized that they really enjoyed it. In addition, it strengthens employees’ commitment, boosts their motivation, and adds something extra to a company’s marketing.“*

**Rainer Witt**

Managing director of kreITiv GmbH

To open up the combination of great fun factor and marketing tool to a wider audience, when the last European Championships were held in France in 2016, the company decided to organize and structure the prediction competition more professionally.

Once the prediction game made its way into the public sphere after initially being played only by the enthusiastic kreITiv employees, it was continuously enhanced. “As the number of users grew, the requirements for the prediction game increased,” said Witt. There are now many different versions that meet the individual demands of sports and prediction fans: from the FREE version and the BASIC version to the PREMIUM and ALL-INCLUSIVE versions – the various requirements, needs, and expectations of the individual users are covered by the diverse range of games.

For first-time players, it is worth trying out the FREE version or – with several more options – the BASIC version, in which users can individually select their own logo and design. More options are available to users in the PREMIUM version. This version is likely to be of particular interest to companies because it features advertising space for standalone marketing.



Those who want to go one better should use the ALL-INCLUSIVE version of the prediction competition: in addition to a prioritized and full edition of the prediction game, users also have five developer hours for further change requests and many more options available to them.

### White-Label Marketing Tool with a Fun Factor

With the wide range of customers – from individual users to large enterprises such as Dresden City Council, the BMW Foundation, and Hertel GmbH – many suggestions for possible enhancement of the prediction game are often made.

As a result, kreITiv is constantly asked to develop new features: “Radio stations in particular are precious sources of ideas here,” said Rainer Witt. For instance, Hitradio RTL offers the prediction competition to listeners, making it one of eight radio stations to use the tool in the form of weekend predictions and matchday predictions in the Bundesliga or even across all divisions of the German league.

In addition, large hotel chains such as Swiss-Hotel offer the prediction game to their guests.

*„Companies such as BMW and hotels use the prediction competition primarily on an event-driven basis, thus achieving greater customer loyalty. ... During major events such as the World Cup, 50,000*

So wird's gemacht!

ERP-Beratung von kreITiv

Endlich die richtige Software für Ihr Unternehmen

*to 60,000 users now come together to make a prediction in the same round of matches.”*

**Rainer Witt**

Managing director of kreITiv GmbH

Along with what Witt says is the most popular sport, “King Soccer,” the prediction game can be flexibly transferred to any sport. “We have made the system flexible so that it works perfectly and can be quickly adapted to a different sport,” he explained. In addition to the large numbers of prediction-makers in soccer, there are around 10,000 for handball, said Will, whose customers include the handball club HC Elbflorenz. All in all, the prediction game is now enjoying huge popularity – among individual users and large companies alike.

### 1&1 IONOS Technology Is a Safe Bet

Together with a host of parallel users, the success of the prediction game also generates a large volume of data. To manage this in the best possible way and ensure that processes run smoothly for users during the prediction competition, kreITiv opted for a cloud computing solution. Here, the company relies on the Enterprise Cloud of 1&1 IONOS: “Along with the graphical cloud user interface Data Center Designer (DCD), the Enterprise Cloud offers a wonderful API with which many applications can be made much

faster, especially with regard to seamless provision and scaling of data." Having a reliable contact on hand in 1&1 IONOS is also important to the managing director: "As well as the good price for the product, we opted for 1&1 IONOS because of its branch in Germany."

Explaining his choice, Rainer Witt stated that in the event of doubt, it is legally easier to ensure that the data is being used properly: with cloud infrastructures from abroad, it is harder if anything is not right.

*„But there have been no problems at all with the Enterprise Cloud so far: the infrastructure behind the Data Center Designer is very stable and failsafe.“*

**Rainer Witt**

Managing director of kreITiv GmbH

With the enterprise cloud portfolio, 1&1 IONOS enables its users to manage very large volumes of

data quickly and scale them in a variable way, thus saving its customers a great deal of time. "This, too, was extremely important to us as we have to handle many different aspects such as software and IT here at kreITiv," said the managing director. Rainer Witt is delighted with the decision not only to base his entire company on the Enterprise Cloud but also to manage his hugely popular prediction game through their solutions:

*„The Enterprise Cloud of 1&1 IONOS was absolutely the right choice for us.“*

**Rainer Witt**

Managing director of kreITiv GmbH

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