Live Pub Poker League .com

Texas Holdem Poker in your local pub

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LivePubPokerLeague organise FREE-to-play Texas Holdem Poker Tournaments at your local, favourite pubs and clubs throughout the UK and Ireland.

The key to the success of this website is it's online database. This holds players and their points, the leagues, leaderboards, venues, staff and game results.

The LivePubPokerLeague staff use the administration system to coordinate the games, add news, manage the players and set prizes. Landlords hosting the games can key in the results as soon as the game is over and the results can be validated and available to players by the next morning.

Full Case Study

Live Pub Poker League organises free-to-play Texas Holdem Poker tournaments at local pubs and clubs throughout the UK and Ireland. The key to the website is the sophisticated online database and administration system used to coordinate games, add news, manage the players and set prizes. Host landlords can enter results as soon as games end, with results being quickly validated and made available to players the next morning.

The project involved a complex mass of constantly changing data

From one man's vision, Live Pub Poker League has become a huge success within a few months. Owner Tom Brady wanted a business that could run in parallel with his main employment. He knew what he wanted, but had no idea what technology he'd need. What he did know was that the project involved a complex mass of constantly changing data.

After initial web searches, Tom discovered Evergreen and, impressed by the company's experience, arranged a meeting. 'From the beginning,' he explains, 'Evergreen really got into the project. They listened to my vision, then went to great lengths to understand it before designing the database and website. What was really impressive was how they proactively challenged my ideas - always to the benefit of the project.'

The database has been the key to our success

Realising how critical the database was for success, Brady decided to commit a huge 60 per cent of his budget to this part of the venture. 'Though it took a leap of faith at the time,' continues Brady, 'that database has been the key to our success. The business, now with more than 100 venues and several thousand players, simply wouldn't have happened without Evergreen.'

Now, nearly a year later, just one person does site administration. 'Without the database,' Brady estimates conservatively, 'we'd probably have needed 10 administrators. Thanks to Evergreen's database, all site administration can be done with a few hours' work each week. Players and venue operators around the country get a responsive, flexible, reliable service that supports their hobby and businesses and has enabled the growth of a thriving community. We can also communicate with our members and provide services such as a Google map-based game locator and a popular members' forum. We're always getting positive feedback about the site's user-friendliness from pubs and players. Everyone's a winner!'

'Freeing my time'

From day one, Brady's respect for Evergreen has risen and risen. 'As well as making my business possible, Evergreen has been a very reliable partner, always offering quick response as we developed the website. It's a reflection of their contribution that the day-to-day aspects of the business are now virtually self-running, freeing my time to manage sponsorship, financing and future expansion. With support too, Evergreen is always one step ahead of me. Whether it's security issues, backup support, increased functionality or training on the content management system, the team is always there whenever I need them.'

I'd happily have paid 10 times my launch budget for that database

So, was that initial database investment a good one? Brady admits to questioning its value at the time. 'Now, after seeing what that database has done for us, I'd happily have paid 10 times my whole launch budget for Evergreen's input; without a word of a lie, it would still have been fantastic value.'

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> **Tom Brady**, Owner
> Live Pub Poker League .com