Pools for Fools

Product	Investment	Use Core Infrastructure	Use SOA	Use Analytics	Use News Feed
2009 H1					
March Madness					
NFL Playoffs & Super Bowl					
Stanley Cup					
Playoffs and World Series					
2009 H1 Total					
2009 H2					
March Madness					
NFL Playoffs & Super Bowl					
Stanley Cup					
Playoffs and World Series					
2009 H2 Total					
2010 H1					
March Madness					
NFL Playoffs & Super Bowl					
Stanley Cup					
Playoffs and World Series					
2010 H1 Total					
2010 H2					
March Madness					
NFL Playoffs & Super Bowl					
Stanley Cup					
Playoffs and World Series					
2010 H2 Total					

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Be My Fantasy

Product	Investment	Use Core Infrastructure	Use SOA	Use Analytics	Use News Feed
2009 H1					
Fantasy Football					
Fantasy Baseball					
Fantasy Hockey					
Fantasy NBA					
2009 H1 Total					
2009 H2					
Fantasy Football					
Fantasy Baseball					
Fantasy Hockey					
Fantasy NBA					
2009 H2 Total					
2010 H1					
Fantasy Football					
Fantasy Baseball					
Fantasy Hockey					
Fantasy NBA					
2010 H1 Total					
2010 H2					
Fantasy Football					
Fantasy Baseball					
Fantasy Hockey					
Fantasy NBA					
2010 H2 Total					

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You Betcha

Product	Investment	Use Core Infrastructure	Use SOA	Use Analytics	Use News Feed
2009 H1					
Online Poker					
Online Blackjack					
Online Texas Holdem					
Online Craps					
2009 H1 Total					
2009 H2					
Online Poker					
Online Blackjack					
Online Texas Holdem					
Online Craps					
2009 H2 Total					
2010 H1					
Online Poker					
Online Blackjack					
Online Texas Holdem					
Online Craps					
2010 H1 Total					
2010 H2					
Online Poker					
Online Blackjack					
Online Texas Holdem					
Online Craps					
2010 H2 Total					

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Tools for Pools

Product	Investment			
	2009 H1	2009 H2	2010 H1	2010 H2
Core Infrastructure				
Service Oriented Architecture				
Business Analytics				
Newsfeed				
Quarterly Totals				

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