

G2's Comprehensive Gaming Management System Gives Gaming VC a Marketing Edge

Sophisticated, comprehensive data across poker, casino, sportsbetting and games enables operators to develop segmented promotions and identify problem gamblers

13-04-2010 (London, UK) – Gaming VC, the publicly traded company that operates CasinoClub.com, one of GTECH G2's most successful licensees, has moved their complex operation to GTECH G2's newly improved back end system. The Gaming Management System (GMS) provides players with one wallet for all products – casino, poker, sportsbetting, bingo and side games – and gives operators the comprehensive data they need to develop finely targeted marketing campaigns. Its open architecture enables operators to seamlessly integrate new games not only from GTECH G2 or any of the third party developers whose games it aggregates but by almost any software provider.



“We needed a very flexible backend tool that allowed us to analyse gaming data instantly and get a full picture of the activities in our casino,” said Thomas Tietjen, Head of Operations at Gaming VC. *“Our new GMS back end enables us to push segmented promotional activities.”*

“One of the most important features of the system for us is the Report Wizard which allows us to tailor our own reports,” continued Tietjen. *“This feature enables us to create on point data selection for targeted promotions and guarantees return of revenues.”*

Making it easier for players to set their own limits on game play, GTECH G2's new playercentric Gaming Management System (GMS) demonstrates the company's commitment to the very highest Responsible Gaming standards.

“With comprehensive data from all areas of play, operators can monitor player behaviour better and take appropriate action with problem gamblers,” said Aleksandar Kudic of GTECH G2.

As part of global lottery services provider GTECH, which operates in over 200 licensing jurisdictions around the world, G2 is keenly aware of the need to meet stringent standards to fulfill regional licensing requirements. The new GMS helps meet these standards and also helps operators serve emerging markets with localized content and customized offers.

PokerHeaven.com, which license G2 poker software and the largest member of G2's International Poker Network (IPN), have also migrated to G2's new GMS back end.

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About GTECH G2 (www.gtechg2.com)

GTECH G2 brings together, under one brand, the combined expertise of GTECH and its extensive lottery insight with leaders in the interactive gaming world providing a complete gaming portfolio of poker, bingo, casino, sportsbetting, fully managed services and instant games. The group includes Boss Media, a leading innovator in software and systems for Poker, Casino and Bingo entertainment; Finsoft, a leading provider of enterprise-wide real time trading solutions for the commercial sports betting industry – both interactive and retail; St Minver, a fully managed service provider of Internet games to media, lifestyle, and other brands; and Dynamite Idea, a developer of unique, innovative digital instant and side games. Consolidating combined talent and expertise into one premiere brand means that GTECH G2 can provide a flexible digital solution to all customers, large or small, wherever they may be.