

# SPORTS BETTING

FROM GTECH G2

## INTERACTIVE AND RETAIL

Sports betting is the largest revenue earner in the interactive space – and still growing. In highly competitive and open markets, such as the UK, sports betting participation by the population is only exceeded by the National Lottery – proving its intense popularity.

GTECH G2, through its market leading MarginMaker2 platform, can make sports betting revenues a reality for our customers. MarginMaker 2 uniquely supports fixed odds, pools and spread betting on any sport, across all channels (Call-Centre, Internet, Mobile and Retail) and for any business model (betting, gaming exchanges) – giving you the ultimate flexibility to tailor your sports betting proposition to your specific market and player requirements

The nature of betting, which implies a sense of knowledge, influence and choice by the player in the overall wager, is complimentary to games of chance in a portfolio. Participation on the outcome of an event can enhance a collective entertainment experience – especially at times of national interest, such as must see sports events or TV show finales.

## MARGINMAKER2

The heart of the solution, MarginMaker2 (MM2) is the central module for event management, trading interfaces, trading capabilities, highly scalable transaction processing, risk and liability controls – regardless of channel (retail, interactive, mobile, iTV).

MM2 provides the competitive leverage you need to respond to player needs and increase revenue as a result. Key benefits include:

**Risk and Liability Control** MarginMaker has a unique three tier process coupled with

auto trading capabilities to reduce your liability exposure and provide tighter pricing control.

**Live, In-Running Betting for Betting During an Event** With MarginMaker provides players with increased betting opportunities in the form of in-running betting so players can place bets even after the start of an event! This unrivaled in-running trading interface means you can manage live markets and respond immediately to events already in play.

**High Performance and Scalability** GTECH G2 has designed a system for its customers that is scalable, high performing and reliable. Our customers and by extension, their players are seeing the results of this consistent performance and high volume transaction processing capability. In fact, our retail systems successfully handled over four million individual sports betting wagers on one single event with fully managed risk, security, and optimal profitability!

**Comprehensive and Convenient – Shared Wallet** Perhaps the single biggest advantage of GTECH G2's MarginMaker2 offering is the “shared wallet” core accounting engine, in which a player maintains one single account from which he or she can place bets on multiple and varied events. MM2's Shared Wallet was an industry breakthrough and has been successfully deployed as a multi-channel system since 2000. It is ideal for medium to large operators that require 24x7 availability, easy third-party integration and a highly flexible and configurable infrastructure that includes the following features:

- Configurable customer account sets
- Credit control mechanisms including account balance control, credit limit and funds locking
- Configurable transacting limits including self-imposed limits for socially responsible betting

- Configurable security models to allow partitioning of customer and/or internal accounts

## Flexible and modular:

- Applications integration point(s)
- Payment processing system
- Customer identification to allow for integration of manual and online identity and age verification

Shared Wallet is also fully integrated into our Core Player Platform (GMS) for easy game portfolio expansion maintaining a single customer view, and responsible gaming controls.

## ADDED VALUE MODULES

MM2 may be at the core of our Sports Betting solutions, but it doesn't end there. GTECH G2 has a full suite of applications designed specifically to enhance and transform your customer sports betting proposition.

**Event** To both source and coordinate the plethora of events available in the market into those betting opportunities requires the constant monitoring of content from a variety of internal and external sources. EVenue takes the hard work out of researching and reviewing event content, by processing and collating content from diverse data feeds into a single stream to provide traders and event managers with a toolkit uniquely formulated to meet their needs – and therefore, the needs of the players.

**Screen Display System (STOS)** STOS allows retailers to display to players – in real time – sports betting markets, prices, progress updates and results. Attractive and compelling visual displays can be created using combinations of screens in a variety of formations, and with different combinations of content – that can redefine traditional ideas of what digital signage can add to the entertainment



GTECH G2, through its market leading MarginMaker2 Platform, can make sports betting revenues a reality for our customers.



experience of the player. And because this can all be managed either in store or from one central location, the suite of content can be changed and updated quickly and easily with maximum control.

**World till** Processing complex wager combinations, calculating payouts and balancing the books are all fundamental demands of a retail sports betting solution. GTECH G2 has produced an online, centralised retail solution which is the most advanced product in our retail suite. The World\*Till sub-system benefits from low infrastructure and maintenance costs, automatic risk control and tighter security, therefore providing new business opportunities for franchise shops and mobile outlets.

**Warp** GTECH G2 has developed a unique content management system, WARP, specifically to meet the demanding needs of the sports betting market. It provides the ability to customize the look, feel and functionality of your web site with multiple language options to appeal to all your player segments. But more importantly, because it is based on a Web 2.0 framework, WARP allows you to easily customize your site using a portfolio of “real time” (or AJAX) web components that will display changing information before your eyes without the requirement to refresh the page to update the content. These components can be modified or extended to achieve a web presence that is uniquely your own.

## SYSTEM CONFIGURATION

Using MM2 the system can be configured in a number of ways including:

- Event set up ■ Odds ■ Event start times
- Payout limits ■ Language ■ Branding
- Currency ■ Alerts ■ Bet types ■ 3rd party Data feeds ■ Player Limits

## LANGUAGE

Games Room supports most languages. Current customer implementations include the following languages: ■ English ■ Spanish; French ■ Italian ■ German ■ Swedish ■ Danish ■ Norwegian ■ Chinese Traditional ■ Chinese Simple ■ Greek ■ Russian ■ Polish; Portuguese ■ Hebrew ■ Romanian

## CURRENCY

Games Room supports all currencies. Current customer implementations include but are not limited to: Euro ■ UK Sterling ■ US Dollar ■ Canadian Dollar ■ Australian dollar ■ Chinese Renminbi ■ Czech Republic Koruna ■ Danish krone ■ Hong Kong dollar ■ Indonesian Rupiah ■ Israeli new shekel ■ Japan yen ■ Maltese Liri ■ Malaysian Ringgit ■ Norwegian krone ■ New Zealand dollar ■ Russian ruble ■ Serbian Dinar ■ Singapore dollar ■ Slovak Koruna ■ South African rand ■ Swedish krona ■ Swiss franc ■ Thai Baht ■ Venezuelan Bolivar ■ Yugoslav dinar

## SPORTS MANAGEMENT

GTECH's G2 Sports Trading Service is a complete sports and event management solution for both the regulated and commercial markets interested in offering sports and event betting to their players. And because it is a “turn-key” solution, you need no prior experience or internal expertise to enter these highly profitable markets. To manage the complexities of a sports and event betting operation in a way that maximizes revenue and profit requires careful odds and risk management in order to offer attractive odds while limiting exposure. Expert statistical modeling, astute risk assessment, and pre-event trading experience are pre-requisites for a successful, revenue generating, business.

The GTECH G2 trading team combines critical experience with unrivaled capability in one team to immediately establish any event betting proposition and begin capturing revenue on “day one”. From simple match lists/limited outcome propositions popular with the World Lottery Association (WLA) markets, to complex multiple bet opportunities such as in-running, GTECH G2's Sports Trading Service offers the full suite of betting types and channels.

The GTECH G2 Trading team have hands on experience of all aspects of operating a multi-channel sports betting operation. Consider the full range of services covered by the trading team:

- Event creation and management; Starting odds and compilation; Trading; Risk Management; Resulting; Settlement; Post-trade analysis; Customer service/Player Support ; Back-office processing; Reporting

Run by sports betting experts, our team is passionate about their subject. GTECH G2 can offer a unique, comprehensive and advanced proposition to suit all needs, and uniquely, we have a full understanding of different needs across both WLA, regulated and commercial markets. See the benefits our Trading Team can bring to your business:

- Flexible models to suit all requirements – from full outsourcing to training an education – and anything in between.
- Bet any time, any channel, any sport, any model
- Highly skilled trading team with the expertise needed to handle simple to complex betting propositions
- No barrier to entry so speed-to-market and monetization is increased
- Maximised returns based on active risk management and trading
- Based on the leading platform for high performance and scalability