

*Featuring: SBTech*

# Growing sports betting revenues

SBTech's sensational front-end with reinvented back-end tools

**S**BTech has been developing its popular range of products and solutions in every conceivable way, to not only meet, but anticipate punters' demands.

Operators are reaping the benefits of SBTech's experience and dedication, including regulation, economical operation and innovation. Punters are enjoying more options to bet on even more events, with better live betting and faster, smoother mobile betting that allows them to bet anywhere, anytime.

SBTech's solutions cover mobile, online and land-based channels, featuring top-notch sports betting platforms, a premium user experience and a suite of top performing casino and live casino games. The front-end is user experience optimised, whether operators choose to use the whole package or just the parts they need. Mobile and tablet applications present an easy and intuitive betting experience, new live betting provides the latest in real-time excitement and SBTech's applications are customised on all main verticals to meet player preferences anywhere on the globe.

A standalone product in its own right, SBTech's online sportsbook serves as a launch pad for further progression, covering more than 45,000 unique betting events each month with over 200 bet types on more than 30 sports, including 150 global football leagues. The platform can handle 1,000 bets per second and unlimited concurrent users within a streamlined betting interface.

But, to significantly increase revenues, operators need more than just a fantastic front-end. They need the back-end to match. Different tools are crucially important for different operators, with varying key elements for success when it comes to various markets, verticals and products. Operators cannot afford to risk their potential fulfilment with mediocre solutions that may leave them stranded halfway.

SBTech offers a wide range of platforms and back-end tools with the supply and knowledge to fit the

right solution for every type of operator, from single applications to complete systems. Player preferences are met all over the world with customised solutions including local payment methods for Europe, America and Asia, plus tailor-made solutions for the land-based and betting shops market.

## New live betting

SBTech's live betting platform gives operators a unique competitive advantage with a premium offering of leagues, events and bet types on web and mobile. Used as it stands, or easily integrated into operators' systems, the platform offers over 12,000 live events monthly and over 200 bet types on more than 20 types of sports.

Live betting is fast becoming a crucial revenue stream for operators, and keeps punters interested and engaged with a constant stream of new betting opportunities. Operators with a poor live betting offering are in danger of being fast left behind.

SBTech's solution is flexible and dynamic. Operators can vary their level of management and control with the innovative Live Bets Manager, from taking full control of the live betting trading operations to just handling specific elements, which drastically reduces operating costs. Punters benefit from unique customisable betting interfaces, intuitive betting flow and smart functionality that allows them to bet on as many events as they would like. New play-by-play presentation provides the best and most cost-effective way of delivering live excitement.

Massive global events like the Winter Olympics and the World Cup 2014 result in huge demand for more live betting, more coverage of the events, more bet types and better odds.

SBTech's team of in-house mathematicians continually develop new bet types to anticipate these surges in demand. Overall, SBTech offers more bet types than most online sportsbooks, more coverage of live sporting events through the live betting platform, plus greater live coverage to offline operators through land-based solutions and mobile betting to meet constantly increasing demand.



**Itai Zak**

◆ CEO  
◆ SBTech

Itai Zak is the CEO at SBTech. An online gaming veteran, Zak previously served as an executive vice president of egaming products at Spiral Solutions and as the general manager and executive vice president of egaming products at Spin3, the mobile division of Microgaming.

**Mobile betting**

SBTech's mobile betting platform offers all the same sports coverage and bet types as the web. The HTML5 based design has set a new industry benchmark for easy navigability, and punters can place a bet within just two clicks. Also, it's fully compatible across all mobile devices: iPhones, Android, smartphones and tablets.

The platform is highly customisable, has banking and transaction capabilities including a variety of payment methods, GPS-based player location authentication, a single sign-in and a seamless wallet system between sports betting and casino that creates a fluent cross-product experience. Plus, there's a new tablet product combining the best of both worlds: all the convenience of mobile with the diversity and detail of web.

**Land-based solutions**

SBTech's solution for land-based and betting shop operators features a kiosk-based system for touch screen terminals or PC monitors, with the ability to build levels of management hierarchy for greater transparency and control. It offers the same range of sports coverage, bet types and live betting opportunities as the online sportsbook, allowing operators to integrate an exciting live betting experience into their shops, while making for quick and safe progression into online and mobile markets. To meet demand, SBTech developed a special Asian package. Fully customised to Asian preferences, it includes a customised agent system, a full suite of accessories and a variety of Asian handicap and over/under betting options.

**egaming platform**

SBTech also provides a complete egaming platform that equips the operator with all the tools they need to manage a successful gaming operation and boost productivity. The platform includes a payment gateway, affiliate system, CRM and player management, a sophisticated content management system (CMS), risk management, innovative promotions and marketing campaigns.

**How does SBTech give operators a competitive edge?**

**Customer focus** – With more than 10 years' experience, SBTech has a thorough understanding of the unique challenges and regulatory requirements faced by today's sportsbook operators across various jurisdictions, having successfully penetrated the UK, Albania, Nigeria, Denmark, Belgium, Austria, Isle of Man, Malta, Georgia, Serbia and the Bahamas. To ensure their operators provide a state-of-the-art betting experience, SBTech offers high-level account management, professional consultancy, 24/7 trading and second line support.

**Turnkey solution** – There is a great demand for solutions that allow operators of all levels of experience the chance to cash in on sports betting. Many want to control the aspects of sports betting with which they are most familiar, without the stress of dealing with areas they have less expertise in. SBTech meets this challenge with a fully managed solution covering all bookmaking aspects, leaving marketing to be handled by the operator. The customisable nature of SBTech's products often exceeds expectations, while simultaneously cutting operating costs. SBTech's egaming platform covers every aspect of the operation: the payment gateway, affiliate and agent systems, content management system, business intelligence, bonus module and reporting features. Operators can also further develop their offering with a variety of complimentary content such as casino and live casino, virtual sports and live lottery.

SBTech does not believe in the concept of 'one solution fits all'. SBTech strives to provide the right individual tools for any operator to gain edge in their own competitive environment, and has proven its ability to tailor solutions to fit any type of operator.

**Sports betting supplier of the year** – In the rapidly evolving betting market, operators must move fast to keep up with punters' rapidly growing expectations. The provision of mobile and live betting is crucial. Operators need a platform that highlights their strengths while completing their weaker areas. SBTech's safe, cost-effective and streamlined solutions are tailored to operators' needs and cover every aspect of the progression process including: demand, regulation, control and reporting for offline, online, live and mobile sports betting.

To keep increasing their revenues, operators need a sports betting platform that can take them into the future. SBTech's live betting platform is at the very forefront of the industry in terms of usability and operator control. Punters enjoy greater coverage and more features, while operators have a customisable level of control over every aspect. SBTech's mobile product sets a new benchmark for mobile betting with superb HTML5 based design, an easily navigable interface, a single sign-in across sports betting and casino gaming, and banking and transaction capabilities.

Overall, SBTech provides a second to none front-end that continually exceeds punters' expectations. And, behind that intuitive, easy to use interface, SBTech is giving operators all the back-end tools and support they need to meet players' increasingly sophisticated demands and continue to grow their businesses. ♦