SPORTS BETTING TECH

Programming language

- The core logic and the back end are programmed in C# and JavaScript is used for the client side.
- Client pages are implemented as JavaScript applications with AJAX requests. Without the need for page refresh, these applications are lightweight and user-friendly.

Robustness

- Caching is handled by in-house developed structures.
- Three levels of no-delay caching provide great scalability.
- More than 500 bets are allowed per second.
- Handles unlimited concurrent users are allowed with multiple load-balanced servers.

Hardware requirements

- Each customer is hosted in its own dedicated space.
- If a partner prefers to have our solution hosted in-house, today's mid-range servers will be more than enough for even the highest expected performance.

API

Straightforward and easy to implement, two types of APIs are supported:
- 1. Wallet-to-wallet
- 2. Seamless transfer

Get and Post requests and SOAP methods can be used with both types.

Risk management

- Unique in-house developed algorithms are used to monitor liabilities on all markets in real-time.
- Odds are adjusted automatically as per the operator-set liability and exposure limits.
- Risk is analysed for each customer based on their profile and track record.
- An operator can set risk limits per sport, league, bet type, customer and jurisdiction.
- The operator can choose to refer specific customers or bets over a certain amount to a trader for individual treatment.
- based on all parameters including market prices and automated settings.

Event creation

- SBTech automatically provides events creation and settlements on all sports, leagues and bet types.

- An operator can choose which events to offer. The system will create them automatically along with their odds and over 70 additional bet types for each as per the operator-set margin.
- SBTech will soon start offering a new horseracing module with feeds supplied through SIS and PA.

Connectability to other software

- SBTech is successfully integrated to leading gaming software providers.
- SBTech API enables a smooth and simple integration to any provider an operator may choose to connect to, either via seamless or wallet-to-wallet integrations.
- Platform is configurable to be connected to any third-party module.

Live betting module

- The live betting module is the most powerful tool in the system. Any gaming operation will be positioned uniquely on the market with it.
- The live betting platform has incorporated special algorithms for immediate action in real-time. They are key to achieve target profit margins.
- The live betting platform handles an average of 200 games a day and over 6,000 games a month worldwide. The platform allows more than 30 types of bets to be made live across more than 15 types of sports. It can be used as a standalone solution or as part of the managed sportsbook.

Second line technical support

In terms of support, SBTech offers its operators:
- 24/7 technical support.
- Dedicated account manager support.
- Second line customer support.
- Trading support.

Affiliate support

- SBTech provides affiliate feeds that can be integrated into an operator's existing affiliate system or into any other system provided by a third-party.

Dashboard updated in real-time

- The SBTech back-office offers performance dashboards with detailed breakdowns per sport, league, country, customer VIP level, etc.
- All incoming betting transactions and outcomes

are made available to the operator together with all relevant details.

Bonus management modules in the back office

- SBTech offers a variety of bonuses for operators to choose from including deposit bonuses, free bonuses and free bet tokens.
- Parameters are configurable throughout all bonuses – amounts, time limits, bonus crediting, cashing out restrictions can all be adjusted by the operator.
- Bonuses can be chosen to be given upon validation of bonus codes.
- Bonuses can be configured per affiliate, country and IP.
- Overall, operators have a variety of tools they can use to tailor an effective rewarding plan.

Conclusion

For more than eight years now, SBTech has been providing advanced sportsbetting products to well known gaming operators who are looking to expand their business by offering a fully managed sportsbook.

Highly adaptable and cost-effective, the managed solution features a user-friendly sportsbook offering more than 100 bet types on more than 30 types of sports and over 6,000 live betting events per month, all of which are available on customisable payouts. These features are complemented by a dedicated CMS which provides complete control over every aspect of the content on an operator's website. The platform runs on a multi-currency and multi-lingual system with a smart and easy-to-use interface.

Offering a sportsbetting platform that is fully compliant with all the necessary market-regulatory requirements, today, SBTech provides regulated operations in Italy and France. SBTech is also working very closely with authorities and operators in Denmark and Romania to ensure that upon regulation, they will have the best possible system which mees regulatory and operator needs.

SBTech has a rapidly growing team which currently numbers over 80 dedicated professionals. Making every effort to be on the cutting edge, SBTech is constantly investing in new technology, adding new features to its solution and improving its functionality. ∎