

# SPORTS BETTING FOCUS

## Ahead of the game

Itai Zak, CEO of Sports Betting Tech, talks to *eGaming Review* about the company's powerful and versatile live betting platform and its positioning as a leading provider of sports betting solutions to regulated markets

Since 2003, Sports Betting Tech has been providing advanced sports betting products and turnkey managed services to well-known gaming operators looking to expand their business into a growing market. With more than 80 skilled staff employed at offices in Israel, Bulgaria and Gibraltar, Sports Betting Tech is a rapidly growing company with a state-of-the-art platform that enables operators to offer a user-friendly sportsbook that includes a rich pre-match and live betting offering, unique bet types and customisable payouts.

### Practical solutions for operators

"I think what really sets us apart from the competition is that we offer a truly bespoke solution to our clients," says CEO Itai Zak. "We can adjust our betting offering according to our operators' demands, and guarantee to offer all leagues, sport events, bet types, including complete live betting coverage, for any geographical market targeted by our operators."

Sports Betting Tech targets two main types of operators: gaming operators who wish to extend their offering and benefit from the company's fully managed sports betting solution, and existing sportbook operators who wish to benefit from the powerful live betting product of the company and reduce their overheads costs by taking a fully managed platform.

To support its sportsbook product, Sports Betting Tech also offers a suite of back office tools that ease the management of the operation including bonus management and content management systems, combined with full reporting and analysis, which provides a complete view of all business parameters.



### ITAI ZAK

■ Itai Zak is CEO of Sports Betting Tech. An online gaming veteran, Mr. Zak previously served as an executive vice-president of egaming products at Spiral Solutions and as executive vice-president and general manager of Spin3.

### The future is live

Much has been made recently of the importance of live betting to the online gaming industry, with major bookmakers reporting that 50% of their turnover is now derived from the live market. It is one area where Sports Betting Tech is surging ahead of the competition, enabling operators to keep pace with the dynamics of the market.

"Live betting currently amounts to more than 60% of our operators' turnover and we expect that to grow even further by the end of 2011. Today's punters want to feel the action and see their bets settled in real time," continues Zak. "While they're watching on TV or, even better, while they're at the stadium using their smartphone. With the mobile evolution and development of smartphones enabling punters to play anywhere, live betting will become even more popular and will be a major growth engine in the future. The fact that we cover all the major leagues and events, and supply a fully managed solution including risk management and trading means we're almost uniquely positioned to help our customers grow into this dynamic market."

Sports Betting Tech's Live Betting module is the most powerful tool in its system and any operator using it will be uniquely positioned in their market. It covers 30 types of live bets on more than 12 types of sports across 6,000 live events every month.

### First for regulated markets

Alongside its industry-leading live betting offer, another competitive edge Sports Betting Tech possesses is its unique experience and proven track record within regulated markets. Already providing regulated operations in the UK and Malta, recent deals with WinFootball in Austria and Gaming Media Group in Denmark confirm its status as one of the leading providers of sports betting solutions to regulated markets.

"The first thing to be regulated in every market is sports betting, which is the main source of acquisition for all gaming companies by far," says Itai Zak. "We are working closely with authorities and operators to ensure that we will have the best possible systems to meet both regulatory requirements and operator needs. While we offer some of the most advanced sports betting platforms out there, our mission is actually pretty simple - to provide a service that offers the right tools and smart extras to beat any challenge." ❖