

SPORTS BETTING FOCUS

The Fast and the Furious

As an increasing number of punters want to bet anywhere and anytime, operators are struggling to meet their growing demands. SBTech's fully customisable sportbook is not only keeping up with the changes, but starting to set the pace

Mobile betting is moving fast. As the sales of smartphones and tablets soar, with tablets set to outsell PCs by 2015, customers expect to have all of the usual online betting features under their fingertips, but this time, live and on the go.

If you're offering sports betting, you know that the majority of your customers now want to have their own personal betting channel with them at all times, wherever they go. And, as mobile players, they are much more loyal and profitable; often worth 30% more than their online counterparts. Major operators who are providing mobile betting are reporting that this market is accountable for a huge growth in turnover and 20-50% out of their revenues.

Overcoming the many challenges of live mobile betting

Between the proliferation of devices, manufacturers, operating systems, screen sizes and resolutions, not to mention different platforms (native vs HTML5), there are a lot of variables to consider in creating the best user experience.

Localisation - Italians, for example, expect to see the Italian matches on their home screen and bet on them easily.

Usability - Punters need to be able to locate their bet quickly while searching between thousands of events, matches and hundreds of different markets.

Distribution - Google's walled garden doesn't allow gambling apps. Apple does, but you need to hold a valid local gaming licence at each relevant jurisdiction.

Performance and speed - All these features and more need to operate with minimum phone battery consumption, or operators



■ Itai Zak is the CEO at SBTech driving and leading the vision, strategy and the ongoing operational, technical and commercial management of the company in order to develop and deliver best class innovative turnkey solutions of interactive sports betting for new and emerging regulated and traditional markets across online, mobile and retail / betting shops channels.

stand to lose business purely through waning battery power.

Seamless experience - For easy cross-selling and better user experience, punters need to be able to flick quickly between different sport and gaming products.

Mobile payments - Players expect a convenient, easy and fast way to deposit and withdraw funds through their mobile device.

But how are you going to deliver the kind of complex trading technology required? Luckily, you don't have to. SBTech's fully customisable live sports betting platform does all the back-end work for you.

"We've created an industry-leading mobile betting platform that delivers a phenomenal user experience, with easy and smooth navigation and intuitive betting," says Itai Zak, CEO of SBTech. "Combined with our fully managed live betting solutions, our mobile product will ensure that any operator using our platform will be uniquely positioned in their market and expect phenomenal margins compared to industry average."

SBTech's mobile betting platform is advanced, robust and flexible. With over 30 types of live bets available on more than 12 types of sport, there's instant access to an impressive 10,000 events every month, and live betting on over 65,000 sports events this year. Players can easily access instant odds, track transactions, make bets and withdrawals. They can take up bonuses, free bets and offers, tailored specifically to their recent betting history.

Plus, SBTech provides a seamlessly integrated mobile casino product that provides punters with premium content from industry leading casino providers.

"Our mission is simple," Zak states. "To offer the best mobile gaming and betting product out there. An important part of that is being able to offer our operators the most advanced capabilities and services for live and mobile betting."

Navigating the minefield of regulated markets

Another area where SBTech is pushing ahead of the competition is as a leading provider of sports betting solutions in regulated markets. SBTech's mobile betting platform is designed to comply with strict regulatory guidelines and uses a GPS to ensure players are wagering from an authorised location. SBTech runs regulated operations in UK, Belgium, Albania, Serbia, Mexico and Denmark.

"We're extremely proud of our global credentials," Zak says. "We have a great deal of experience in penetrating new markets, helping operators through the red tape of regulatory requirements and dealing with the challenges that arise from meeting strict guidelines of governments and regulatory bodies."

The future starts here

As live mobile betting takes off, SBTech's flexible, localisable and customisable live mobile betting solutions are already a big hit with both punters and operators alike. These days, a single sign-on, seamless mobile application with best-in-class sportsbook, casino and full cashier is not just an optional extra for operators, but will become the key to growth and profitability. ❖